



TRAVELSOUTHDAKOTA.COM

LAKOTA DANCER // CIRCLE VIEW GUEST RANCH

2



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## Dear Industry Partners,

What a year we had in 2018!

We endured some challenges—a partial federal government shutdown, late spring snowstorms, and a rainy peak season. During the legislative session, we defeated a bill that would have cut the department's funding. But despite these obstacles, we prevailed and had another record-setting year.

I'm excited to share with you our 2018 Annual Report, which demonstrates the incredible amount of work and positive results we accomplished together. New marketing creative and tactics, cutting-edge consumer research, effective public relations efforts and promotions, unique activations, and a new focus on industry outreach played important roles in making the year a success.

As you read this report, please know that without you, our industry partners and friends, none of this work would be possible. We appreciate your partnership, friendship, and support, and we look forward to working alongside you in 2019!

All my best,



**James D. Hagen**  
Secretary, Department of Tourism

## 2018 Governor's Tourism Advisory Board

### Ivan Sorbel // President

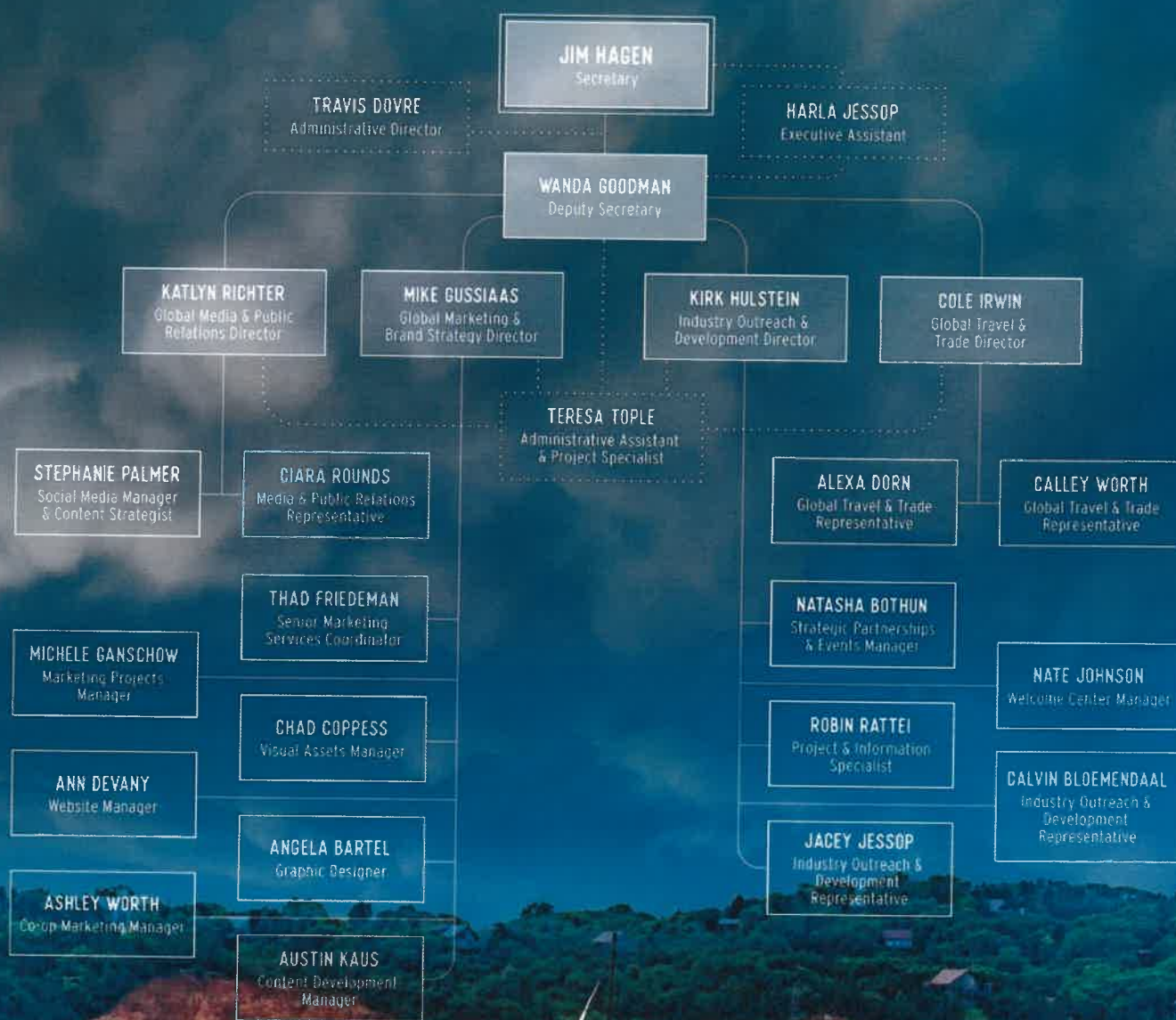
**Stan Anderson** (term ended June 2018)  
**Caleb Arceneaux** (term began July 2018)  
**Tom Biegler**  
**John Brockelsby**  
**Ted Husted**

### Kristi Wagner // Vice President

**Ann Lesch**  
**Julie Ranum**  
**Carmen Schramm**  
**Frank Smith**  
**Steve Westra**



# SOUTH DAKOTA DEPARTMENT OF TOURISM

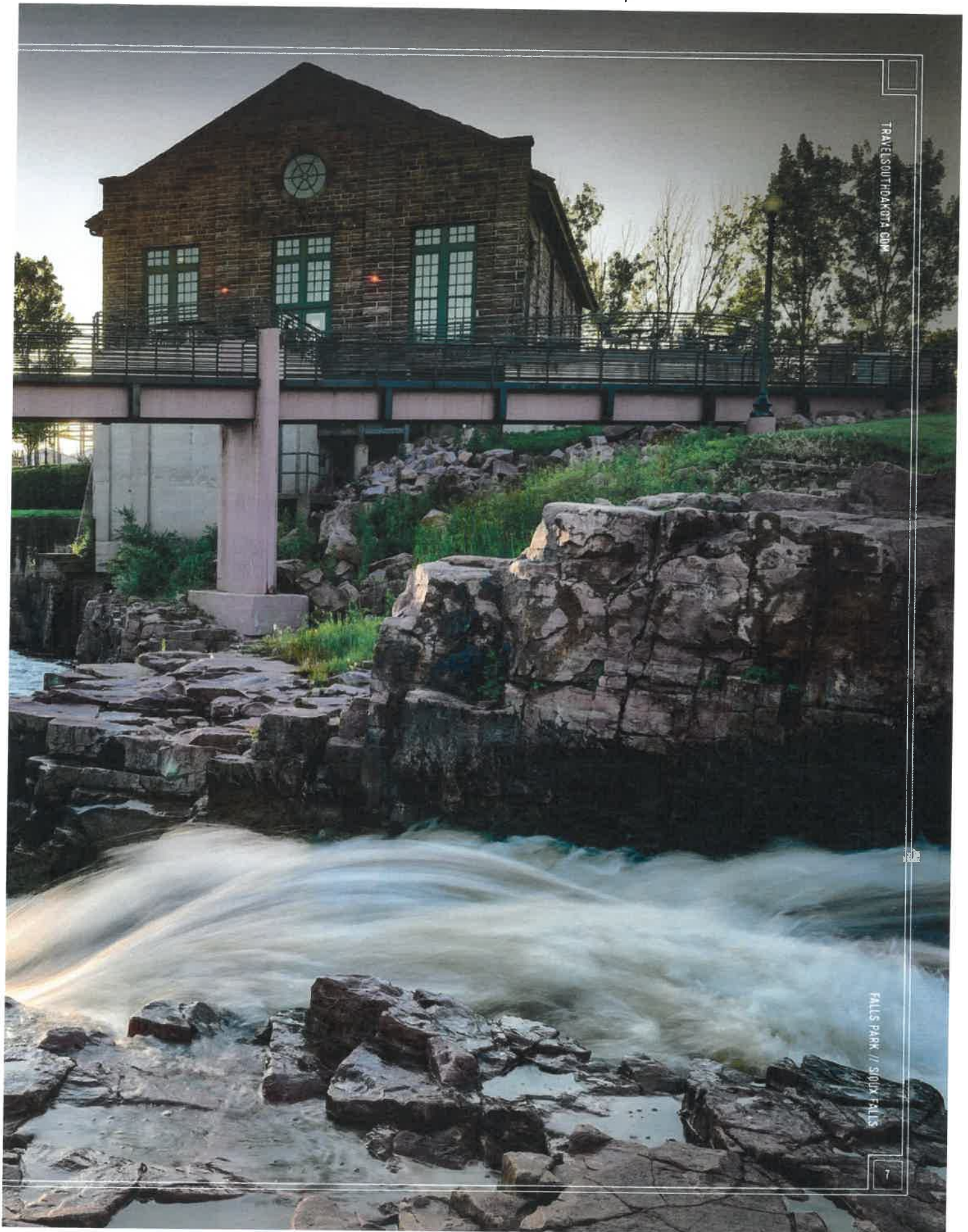




A scenic photograph of a river flowing over rocks, creating white water rapids. In the background, a bridge with a metal railing spans the river. The sun is setting behind the bridge, casting a warm glow over the scene. The sky is a mix of orange and blue. The overall mood is peaceful and natural.

# STRATEGIC DIRECTION





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FALLS PARK // SPIRIT FALLS





## VISION

With *world-renowned* monuments, *breathtaking* landscapes, rich culture and *heritage*, and warm *hospitality*, South Dakota inspires a heightened sense of freedom and optimism and is one of America's most desired and meaningful vacation destinations.



## MISSION

We work to *maximize* tourism's impact on South Dakota's economy by increasing domestic and international travel to the state.



## VALUES

*Collaborative Culture*  
*Passionate Enthusiasm*  
*Can-do Attitude*  
*Inclusive Communication*  
*Safe Place to Cultivate Ideas*



## CULTURE

WE ARE PROUD SOUTH DAKOTANS who share a *passion* for our state, its people, and beautiful places. Our team *strives for excellence* in creative marketing, innovative thinking, and *attentive service* to our industry. We take pride in our *can-do attitude* and aspire to be a *leader* among state tourism offices nationwide.



## AREAS OF FOCUS

*Maximize* South Dakota's visitor economy  
*Enhance and expand* sustainable industry success  
*Maintain and expand* brand presence  
*Advance* the development of the destination  
*Ensure* operational excellence







## WORKING FOR YOU

### WORKING TOGETHER

From the national level down to individual DMOs and tourism businesses within our state, everybody in our industry plays a distinct and specific role.

#### The Department of Tourism's Role

- Actively work to bring visitors inside South Dakota's borders and promote travel within our state
- Act as a conduit of information from the national level to industry partners

### AVAILABLE OPPORTUNITIES

- Research
- Participate in state-hosted familiarization tours for trade professionals and journalists
- Welcome Center marketing programs
- Photo and video assets
- Co-op marketing programs
- Business and event listings on TravelSouthDakota.com
- Hospitality programs and training
- Department of Tourism staff available to speak at programs, meetings, and conferences

### ON YOUR BEHALF

Promote South Dakota as a premier travel destination through all of the following mediums:

- South Dakota Vacation Guide
- 1-800-S-DAKOTA
- Familiarization tours for trade professionals and domestic & international journalists
- TravelSouthDakota.com
- Global marketing
- Social media
- Press releases
- Domestic and international consumer and trade shows
- Consumer activations and promotions
- Public Relations
- E-newsletters
- Domestic media blitzes
- Retain memberships within industry and trade organizations: U.S. Travel Association, National Council of State Tourism Directors, Brand USA, and others
- Partnership in Rocky Mountain International
- Promotion through five official state Welcome Centers



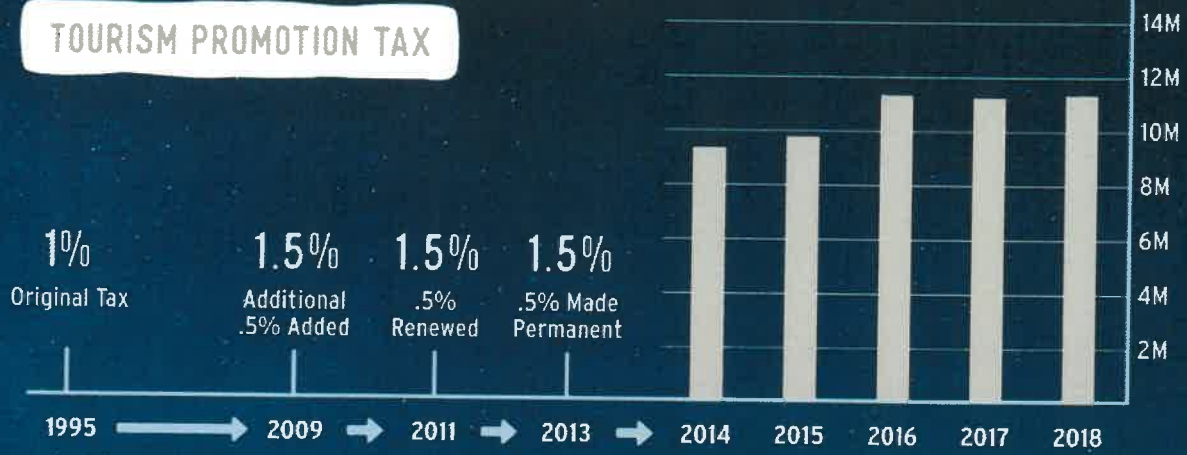
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# FUNDING

CAMPING /// BADLANDS NATIONAL PARK

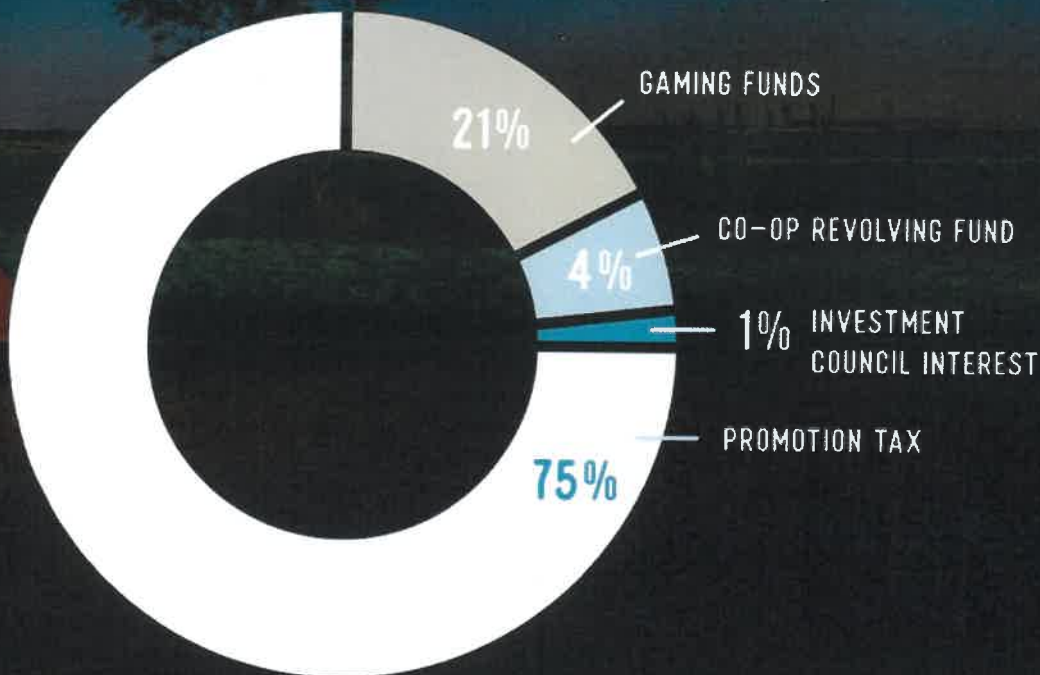


## TOURISM PROMOTION TAX

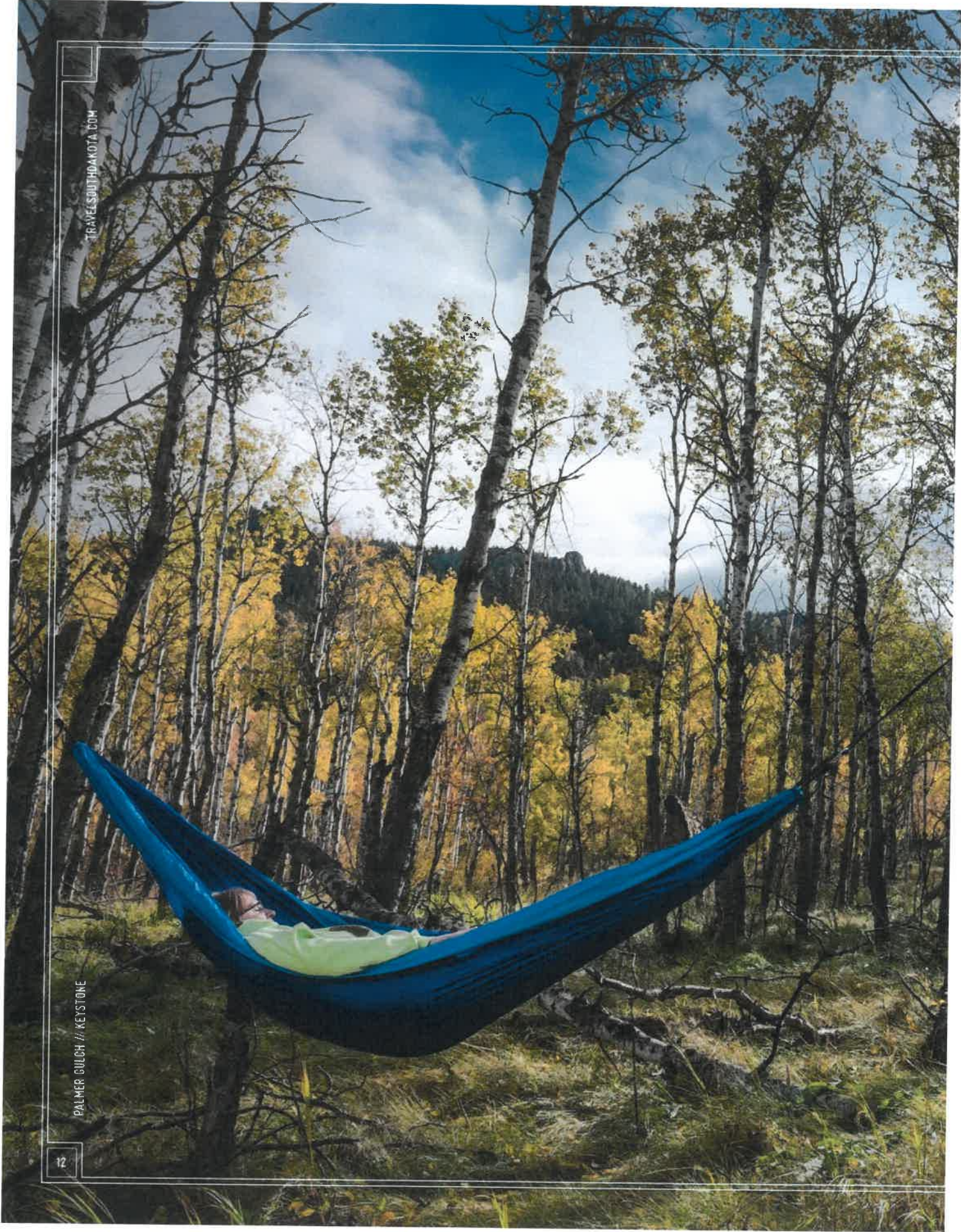


## FY18 ANNUAL BUDGET

The Department of Tourism is funded primarily through a 1.5% promotion tax and \$3 million from Deadwood Gaming funds.



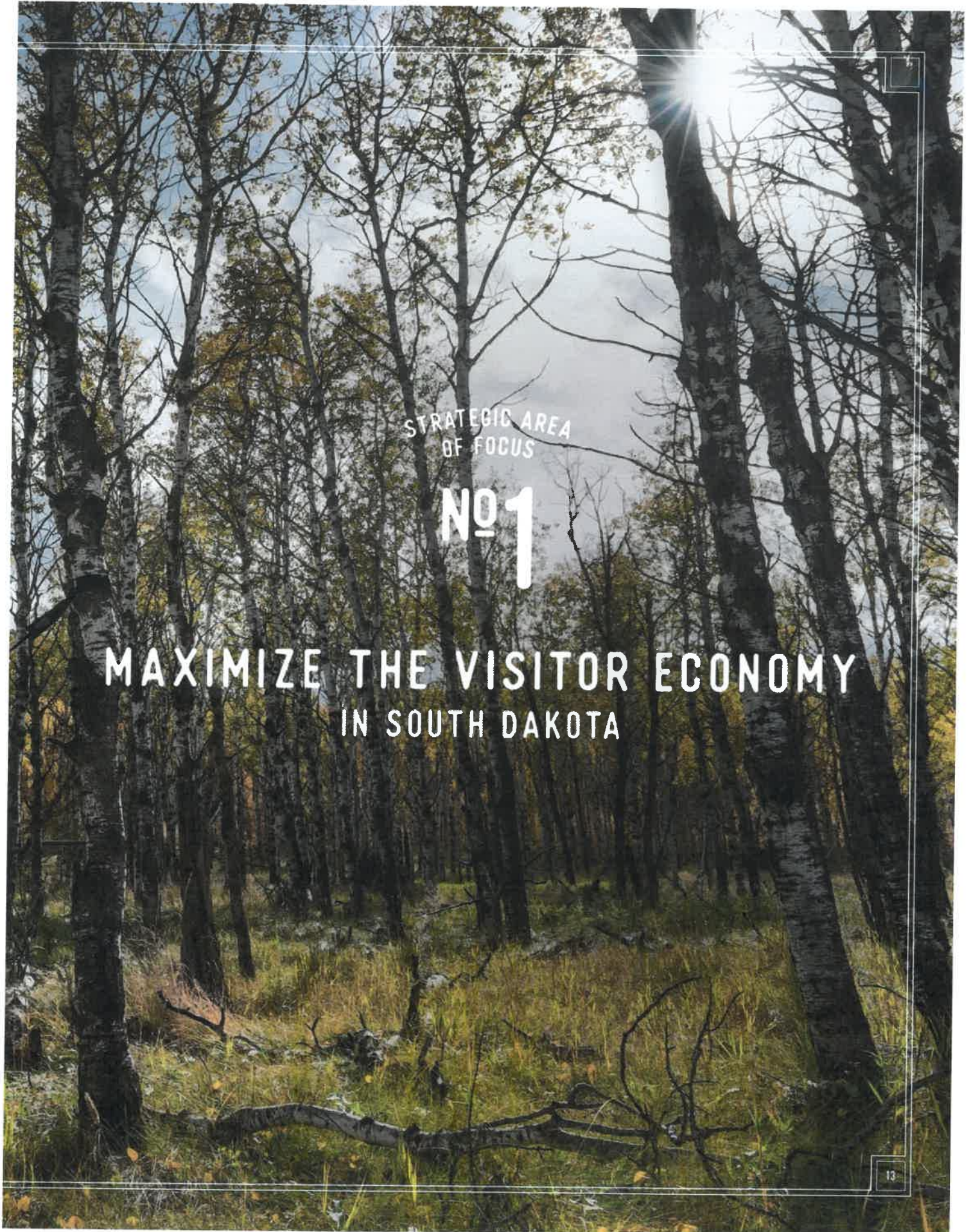




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PALMER GULCH // KEYSTONE





STRATEGIC AREA  
OF FOCUS

No1

MAXIMIZE THE VISITOR ECONOMY  
IN SOUTH DAKOTA

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## 2018 ECONOMIC IMPACT



**14.1 MILLION**  
VISITORS TO SOUTH DAKOTA  
↑ 1.4%



**\$2.66 BILLION**  
TOTAL GDP CONTRIBUTED  
to the state's economy. This  
is 5.2% of the economy.  
↑ 2.5%



**\$3.98 BILLION**  
VISITOR SPENDING  
↑ 2.5%

**54,723**

**JOB SUSTAINED**  
by the tourism industry. This is  
9% of all jobs in South Dakota.  
↑ 0.7%

**\$298 MILLION**  
TAX DOLLARS GENERATED  
by travel and tourism activity.  
↑ \$7.3 MILLION

**\$865**

**TAX DOLLARS SAVED**  
by each South Dakota household  
because of the tourism industry.

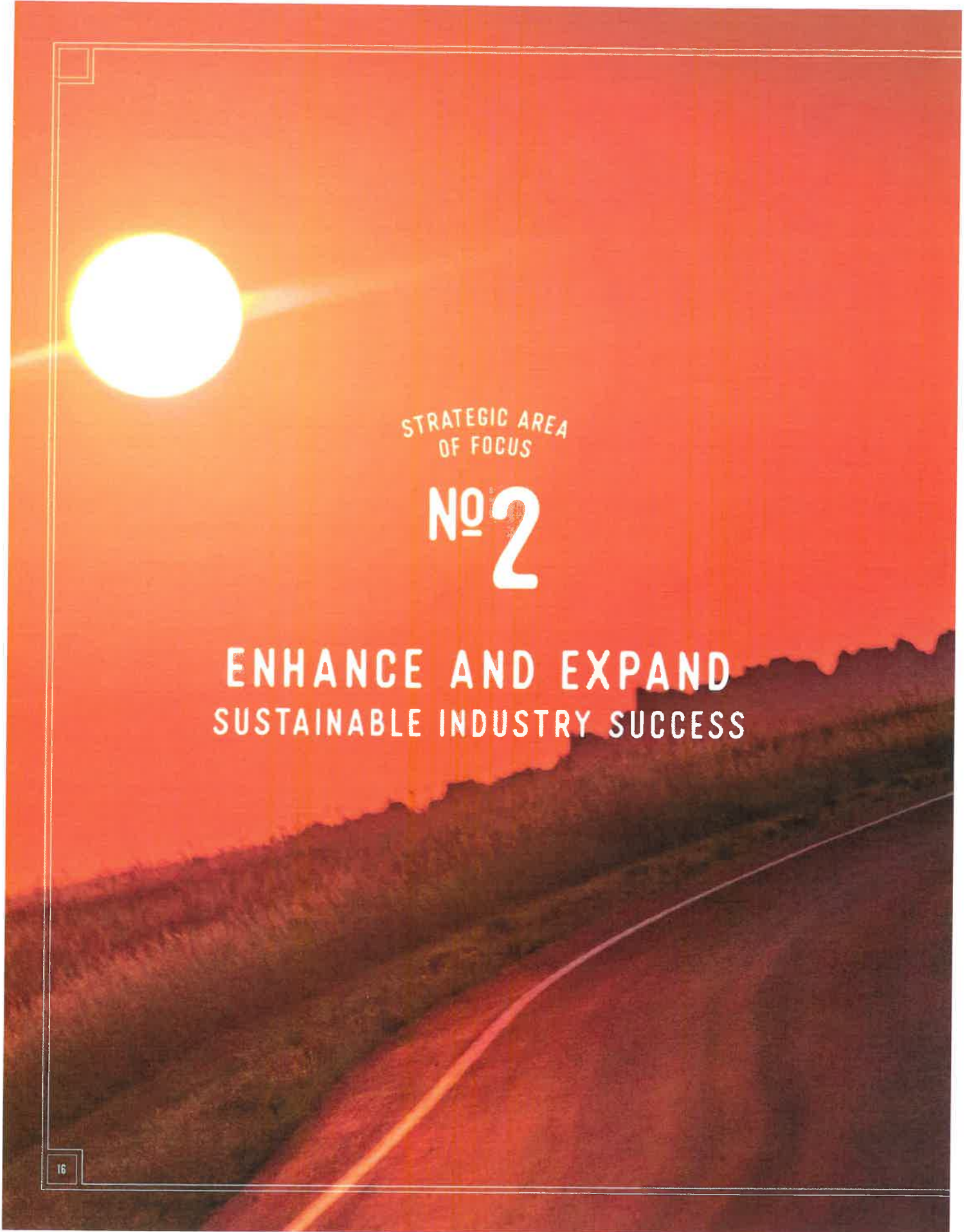


# TRAVEL INDICATORS

TAXABLE SALES	2017	2018	% INCREASE
BBB	\$2,318,850,106	\$2,416,655,482	+4.2%
LODGING	\$584,846,420	\$589,918,581	+4.4%
TOURISM	\$853,093,030	\$878,311,790	+3%



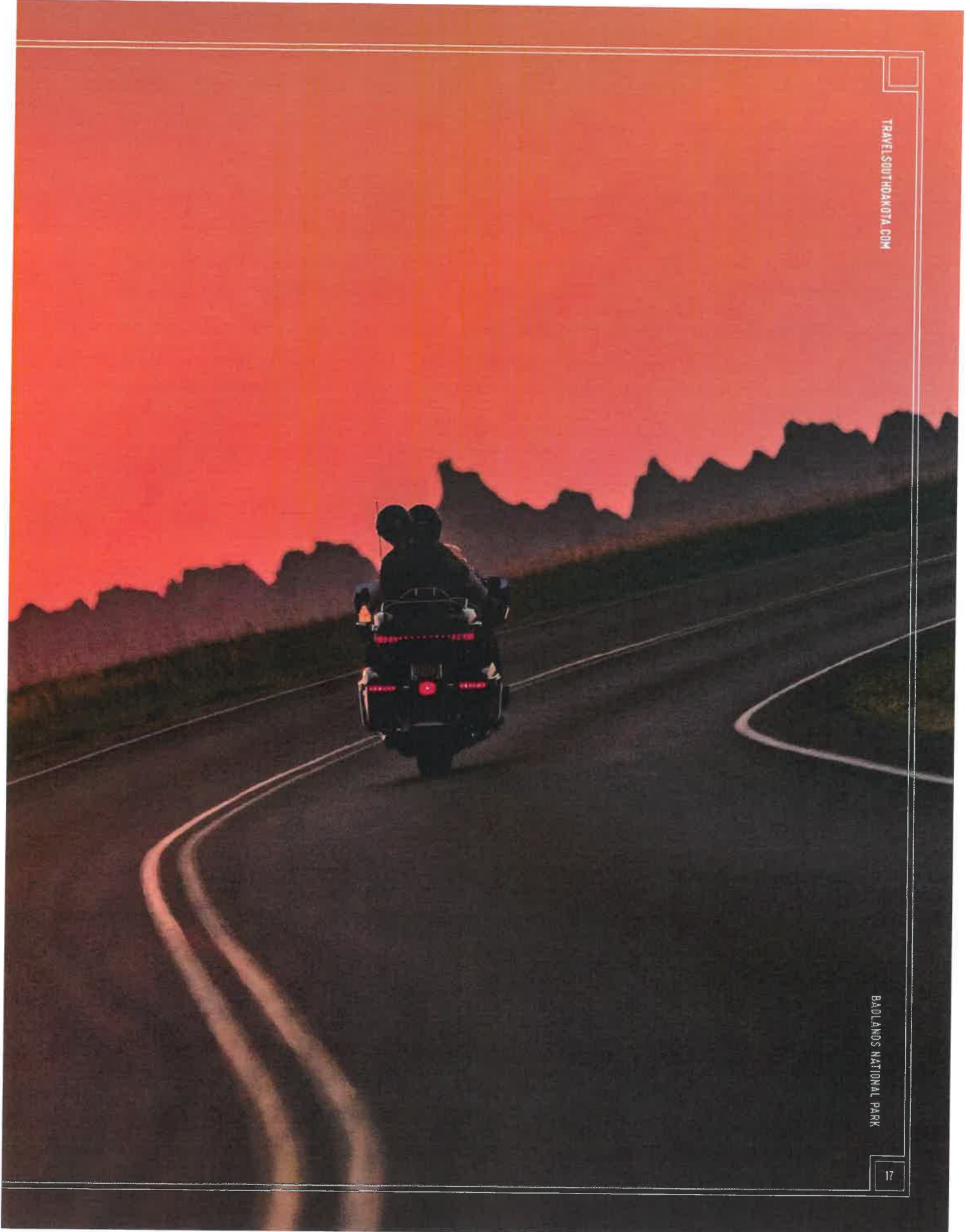




STRATEGIC AREA  
OF FOCUS

NO 2

ENHANCE AND EXPAND  
SUSTAINABLE INDUSTRY SUCCESS

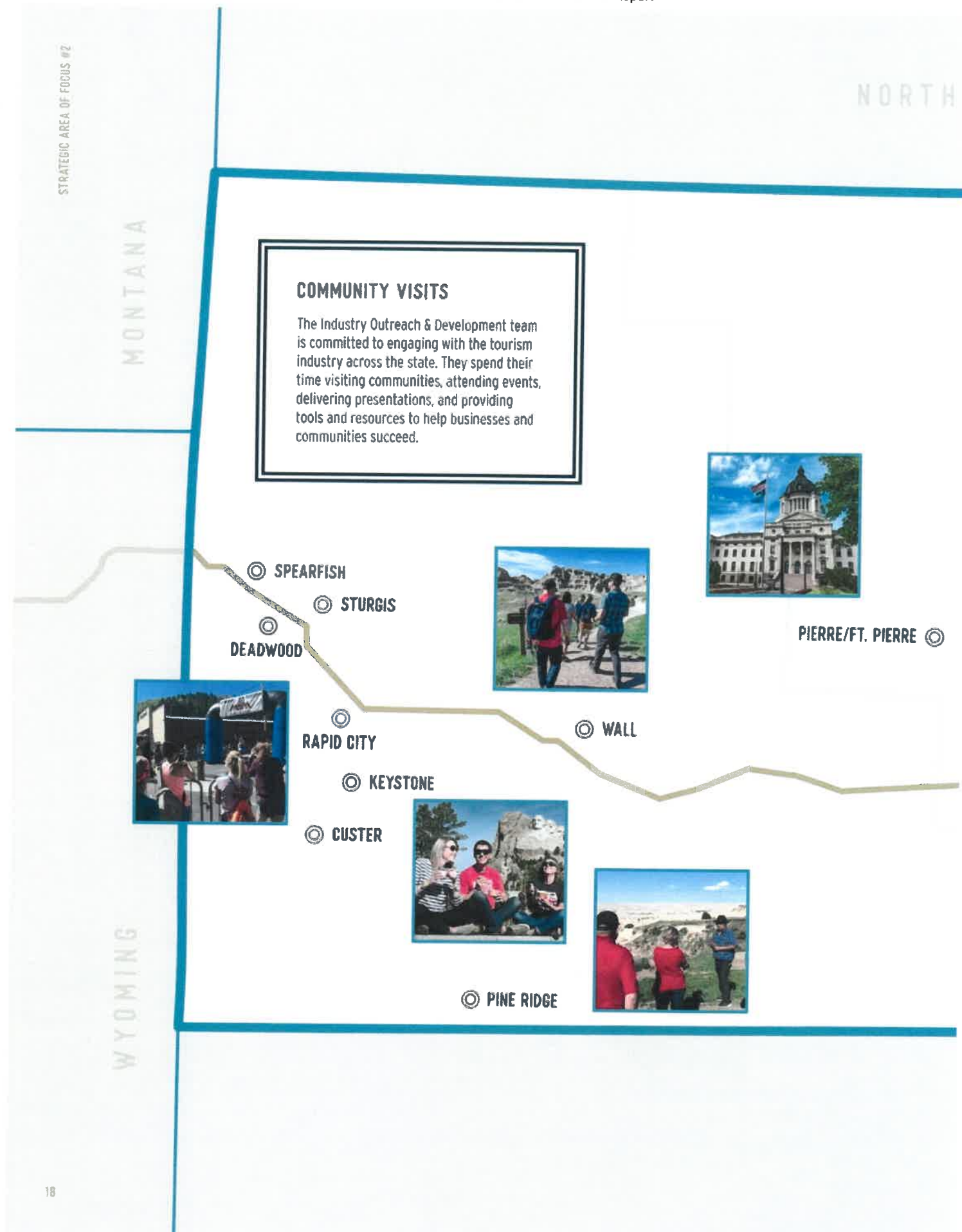


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BADLANDS NATIONAL PARK

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## RENEWED PARTNERSHIP WITH MINUTEMAN MISSILE NATIONAL HISTORIC SITE

In 2017, the department signed an agreement with the National Park Service to place two travel counselors in the Minuteman Missile National Historic Site Visitor Center. These counselors greeted nearly 15,000 visitors in that first season. The agreement was renewed for the 2018 season.

## TOOLS FOR THE INDUSTRY

Part of the department's mission is to serve the tourism industry and ensure its success. Thus, 2018 brought the enhancement of old tools and the development of new ones to benefit the industry.

### SDVisit.com

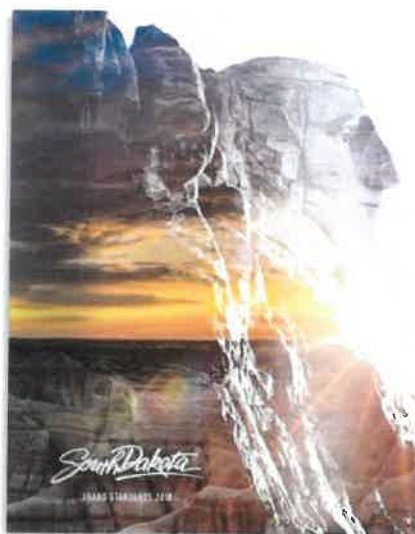
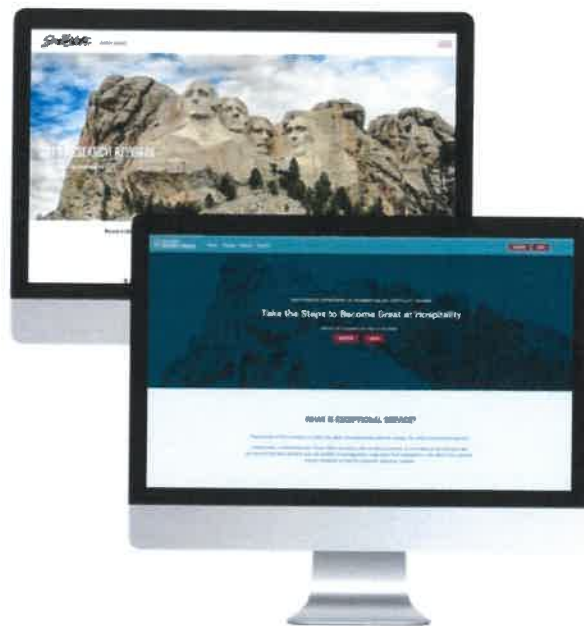
One of the most notable was the launch of a completely overhauled industry website. The new site features the most recent performance indicators, the latest industry-related news and research, information on marketing programs and campaigns, hospitality and training opportunities, and an industry toolkit that includes reports and information to help partners build a case for the importance of tourism.

### Online Hospitality

Another important project was the re-launch of the department's online hospitality training, available at no cost to tourism industry businesses across the state. The customer service training features improved content and a responsive platform. [SDVisit.com/training-hospitality](https://sdvisit.com/training-hospitality)

### Additional Resources

Additional resources developed in 2018 included the new industry e-newsletter called **The Mile Marker**, a new Brand Standards Guide, a new online travel indicator dashboard, and multiple educational webinars.





## NEW COOPERATIVE MARKETING PROGRAM

Every year, we invite visitors from across the country and around the world to experience the Great Faces and Great Places of South Dakota. In 2018, in an effort to attract even more visitors to our communities and state, the department created a new cooperative marketing program using a tiered community co-op approach and à la carte options.

The Community Cooperative Marketing program increases brand awareness of South Dakota's communities while elevating each co-op member's overall reach.

In addition to the community co-op program, the Department of Tourism introduced several à la carte options for communities and businesses alike to engage with the department and leverage its extensive reach. Options range from magazine and direct-mail co-ops to new social media and email programs.

More information on both new programs can be found at [SDVisit.com/cooperative-marketing-overview](https://www.sdvist.com/cooperative-marketing-overview)

### Goals

- **Cohesive Strategy:** Leverage the South Dakota Department of Tourism's and other partners' efforts to build a cohesive strategy that makes marketing dollars go further.
- **Transparency & Utilization:** Create transparency of all cooperative partners' media tactics, markets, and plans which assist communities, businesses, and attractions to supplement and support these efforts.
- **Shared Technology:** Through the Department of Tourism's partnerships and relationships with key research and marketing firms, gain access to media partners, advanced custom programs and technology.
- **Efficiencies and Larger Impact:** Create media efficiencies resulting in lower cost-per-impression and greater impact in target markets.

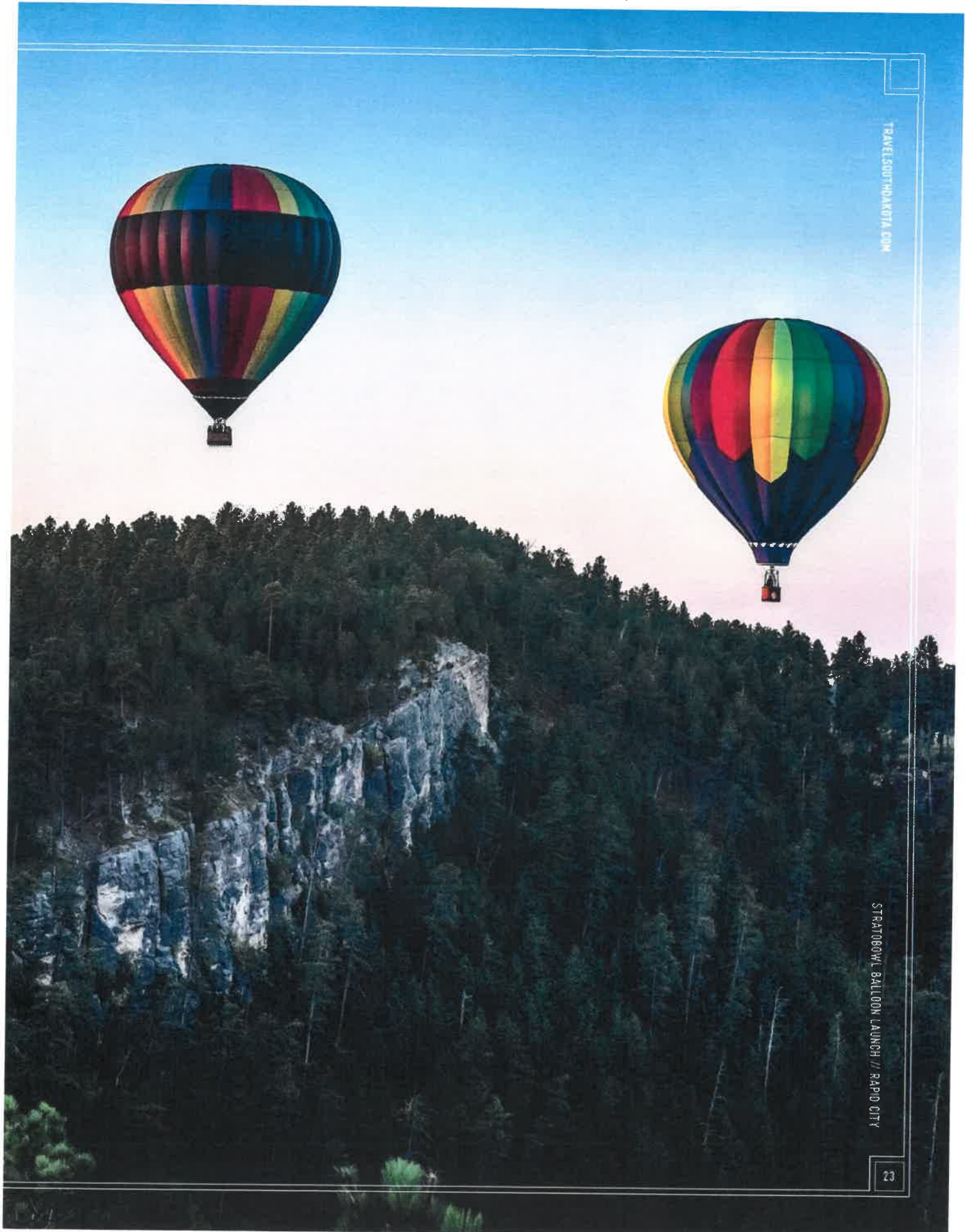




STRATEGIC AREA  
OF FOCUS

No 3

# MAINTAIN AND EXPAND SOUTH DAKOTA'S BRAND PRESENCE



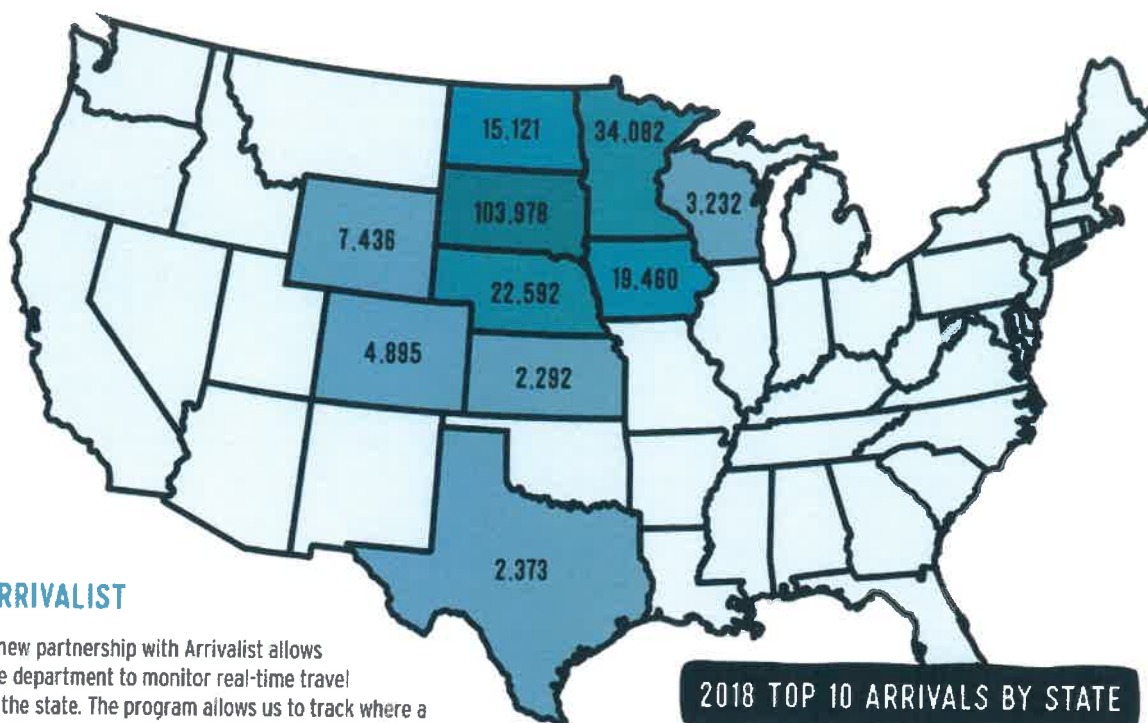
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STRATOBOWL BALLOON LAUNCH // RAPID CITY



# INDUSTRY RESEARCH

Every decision made in the Department of Tourism starts with research. From audience profiles, to traveler preferences, to how the state is perceived by others, the department has a wealth of information available to assist in making the smartest, most efficient use of the budget.



## ARRIVALIST

A new partnership with Arrivalist allows the department to monitor real-time travel to the state. The program allows us to track where a select group of travelers are coming from, where they travel to and how they move within the state. It also provides critical data to show which marketing efforts are driving more visits and what sequence of impressions drove the conversion.

## VISITOR ENGAGEMENT PROGRAM (VEP)

The department continued its work on VEP, which uses multiple integrated programs to target the consumers most likely to visit South Dakota, with the right message, on the right channel, at the right time. This project puts South Dakota ahead of our competitors by using data intelligence to push out the department's marketing in real time. By scoring visitor interactions and creating profiles for those visitors, the department can focus marketing dollars on those who are most likely to take action and begin planning their trip.

## LONGWOODS TRAVEL USA RESEARCH

In 2018, the department again partnered with Longwoods International to measure the ROI, halo effect, brand image, and awareness of South Dakota. Longwoods International is the recognized leader in ROI measurement for tourism marketing. Since 2012, Longwoods International has provided the department with an evaluation of marketing effectiveness. In addition to conducting work on ROI and image perception, they recently implemented a one-of-a-kind model that also measures the impact of tourism marketing on economic development initiatives called the "Halo Effect."

### VEP PROFILE



Online Engagement with  
Native American Content



National Population



Custom Tribal  
Tourism Audience



# GLOBAL MARKETING & BRAND STRATEGY

Marketing strategies and tactics continue to shift, change, and keep marketers on their toes. With research as the basis for all decisions, and a suite of technological tools available to utilize, the department created an integrated and comprehensive media calendar for the peak, fall/shoulder, and winter seasons, using tried and true elements as well as some new pieces to attract visitors' attention.



# PEAK SEASON

AUDIENCE



## FAMILIES

**AGE:** 25-44

**INCOME:** \$60k-\$150k

Children in household and traveling together

Message to female planner

Choose child-friendly activities

Plan 3-6 months prior to travel

## SEARCHERS

**AGE:** 25-44

**INCOME:** \$50k-\$100k

No children in traveling party

Show high interest in active vacations

Prefer traveling to new destinations

More interest in experiences than possessions



## WANDERERS

**AGE:** 50+

**INCOME:** \$100k+; some fixed incomes

No children in household

Message to female planner

Show breathtaking, once in a lifetime experiences

Lots of planning and lead time





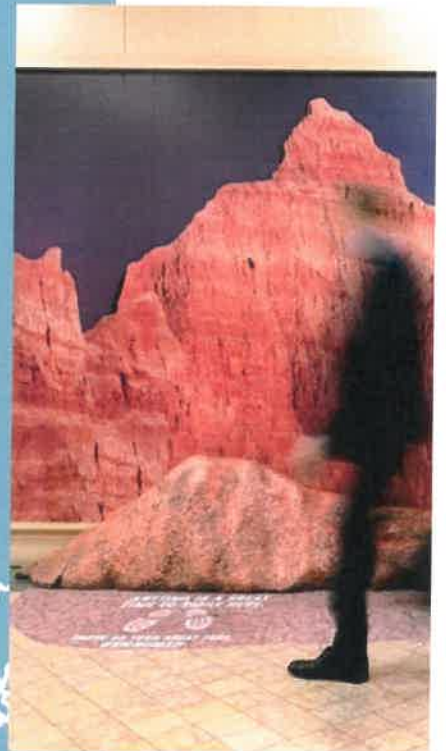
## PEAK TRADITIONAL MEDIA

● Primary Market ■ Secondary Markets



## PEAK DIGITAL MEDIA

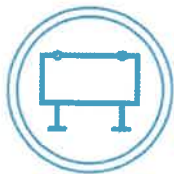
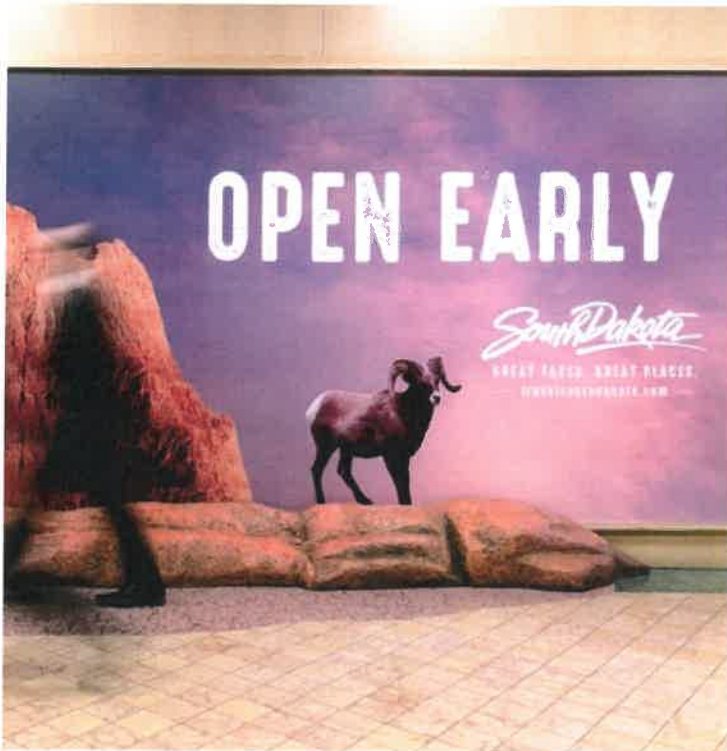
● Primary Market ● Secondary Market





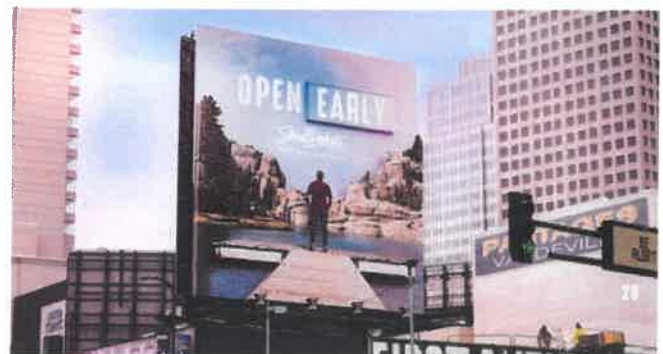
## TELEVISION

- Addressable and programmatic cable, network, strategic cable, satellite, and broadcast television buys
- Spots utilized South Dakota musicians as well as Great Faces from the state's tourism industry



## OUT-OF-HOME

- Geofenced gas pump toppers
- Billboards



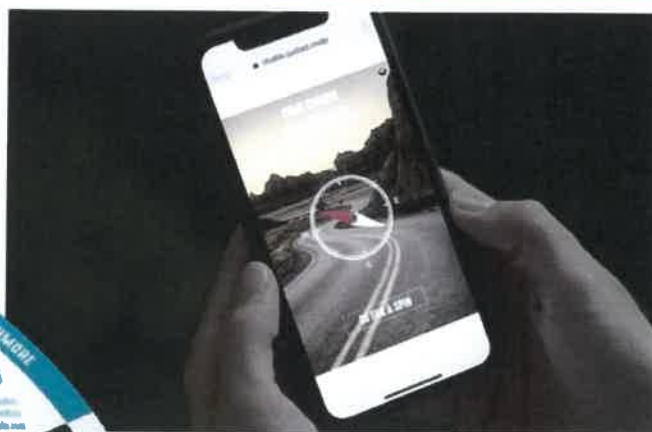




- Utilized data to serve interest-based ads
- Retargeting for those who don't take action
- Targeted digital ads in Newark and the Greater NYC area to complement the direct United Airlines flight to Rapid City



- Direct mailers
- Geographically targeted ads in magazines; inserts, spreads, multi-page advertorials, and full page ads



This unique direct mail piece targeted Young Families in the Chicago market. It dropped prior to the Easter holiday when the department's TV spots were running, and after the audience would have seen our print and Out of Home ads. The piece highlighted South Dakota's Great 8, with a messaging emphasis on families.

The Midwest Living Magazine 2018 Road Rally was a unique opportunity to showcase South Dakota and tell the state's story for an entire year through digital efforts, live events, and print.

- Road Rally Road Trip, including a custom microsite with details of the trip, social media promotion throughout the trip, TV segments highlighting the trip on Meredith-owned stations, and a 10-page editorial feature in the July/Aug 2018 issue. This is two pages more than what the contract called for.

- Custom advertorial and brand ad page in Jan/Feb 2018 issue's Dream Trips section
- Custom advertorial in Sept/Oct 2018 issue section featuring college game-day activities
- Custom advertorial and brand ad page in Nov/Dec 2018 issue's Holiday Escapes section
- Three additional Midwest Living pages of editorial in in 2018

Midwest Living Editor Trevor Meers also wrote a story about the Road Rally for Travel + Leisure online, an unexpected added value of this package.

**4,492** page views

**2,700** unique visitors to Road Rally website

**2-4 minutes** average time on the page

**238,000** social media impressions

**65,000** subscribers received the e-newsletter

**\$3,146,300** estimated value

**143,347,000** estimated impressions

**3,200,000** Road Rally print impressions



## CHICAGO ACTIVATION

Chicago is a market with immense potential for visitation to South Dakota and that is why the department began its marketing efforts in the Windy City four years ago. On the weekend before the 4th of July, we wanted to bring some of South Dakota to the city to increase brand awareness and remind Chicagoans of our Great Faces and Great Places.



### Activation Overview

#### Mount Rushmore National Memorial Replica

- 30'x22' 1/3 scale positioned prominently in Millennium Park.
- 2,750 pounds of high density foam
- 2,800 pounds of metal used for the framework

#### BBQ party that included:

- Nearly 1,000 servings of beef and bison sliders and bison hotdogs
- More than 1,000 servings of baked beans and watermelon slices

- More than 1,000 servings of Thomas Jefferson ice cream, straight from South Dakota
- More than 1,250 South Dakota branded cups given away with lemonade and water
- 25-foot climbing wall with nearly 550 climbers
- An estimated 16,800 impressions and approximately 4,800 personal engagements

### Public Relations Results

**65** placements

**12** broadcast segments, including live interviews with Secretary of Tourism James Hagen

**24** online placements

**29** event calendar listings

**133,822,742** total media impressions

### Promoted Social Results

Event RSVP + Promoted post

**667** event responses

**83,241** reach

**83,248** impressions

**1,467** engagements

**39** page likes

**37,235** Instagram story views

### Organic Social Results (Facebook & Twitter)

**317,270** reach

**38,058** impressions

**351** engagements





PEAK COMMUNITY COOPERATIVE MARKETING

Regional Market  
Target Metro Markets



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SPEARFISH CO-OP MARKETING



03

PIERRE

PIERRE CO-OP MARKETING



BLACK HILLS & BADLANDS CO-OP MARKETING

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## PEAK SEASON WEB STATS AND INQUIRIES

July was a record-setting month for the department with the most website traffic ever recorded. In one month, TravelSouthDakota.com saw 212,733 users. This followed June traffic, which held the distinction of best month ever for only one month.

Arrivalist panel data had TravelSouthDakota.com providing a 69% lift in arrivals for those who visited the site vs. those that didn't.

According to ADARA impact data, 15,679 travelers accounting for 13,180 room nights and \$1,725,817 in hotel revenue, can be attributed to TravelSouthDakota.com from Jan. 1-Aug. 31.



**1,466,660**  
SESSIONS  
↑ 15%

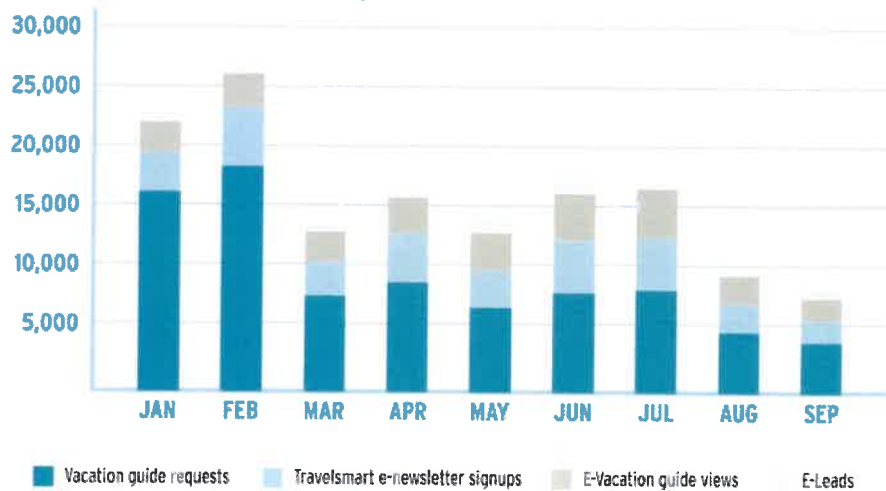


**1,095,159**  
USERS  
↑ 10%



**4,037,957**  
PAGEVIEWS  
↑ 3%

### INQUIRIES BY TYPE



# FALL/SHOULDER SEASON

AUDIENCE



## WANDERERS

**AGE:** 50+

**INCOME:** \$100k+; some fixed incomes

No children in household

Message to female planner

Show breathtaking, once in a lifetime experiences

Lots of planning and lead time

## SEARCHERS

**AGE:** 25-44

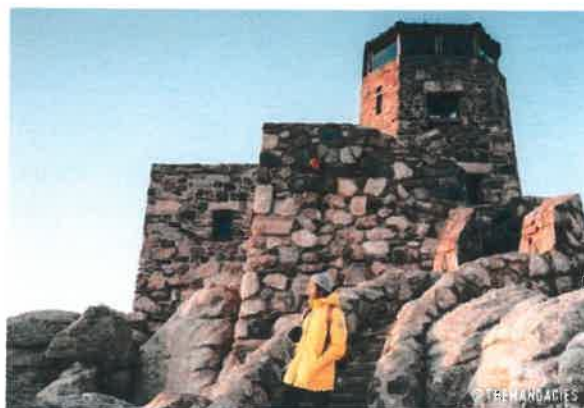
**INCOME:** \$50k-\$100k

No children in traveling party

Show high interest in active vacations

Prefer traveling to new destinations

More interest in experiences than possessions



## OUTDOORS

**AGE:** 35-60

**INCOME:** \$80k+

Married

2-3 trips per year

Want a getaway for socialization with friends and family

Experienced hunters do not need a lot of planning time



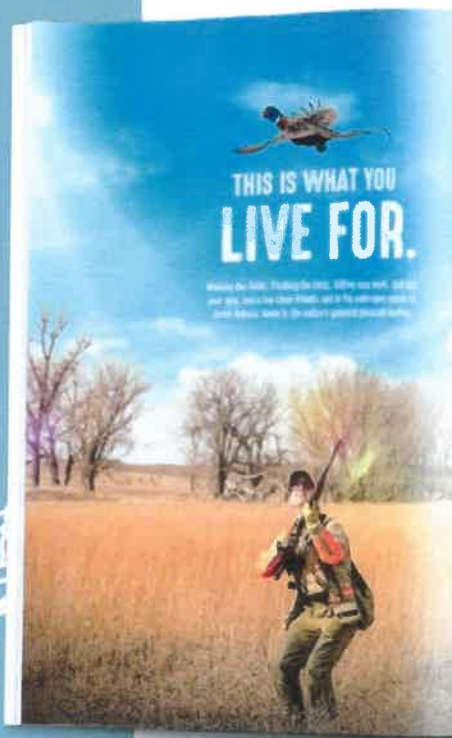
## SHOULDER TRADITIONAL MEDIA

● Primary Market    ■ Regional Market



## SHOULDER DIGITAL MEDIA-LEISURE

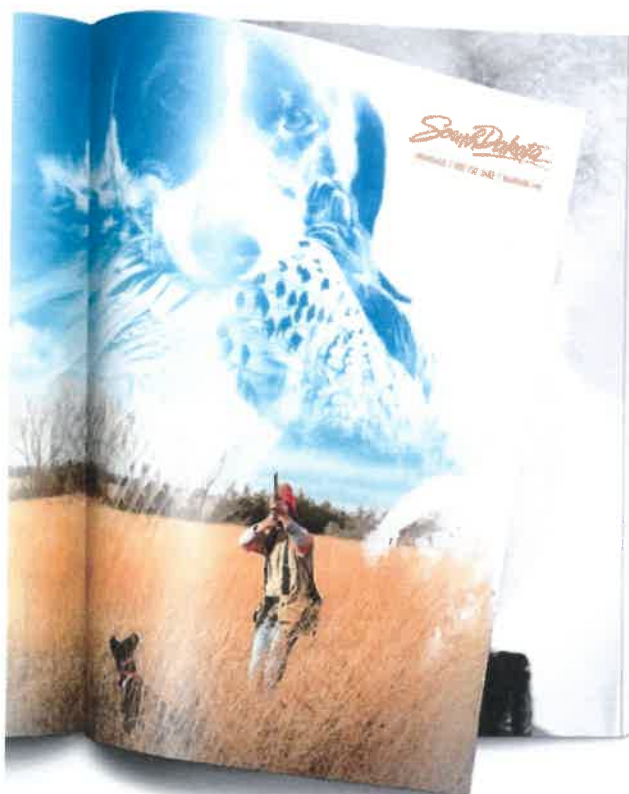
● Primary Market  
● Secondary Market





## MINNESOTA VIKINGS IN-STADIUM SPONSORSHIP

- Vertical LED boards
- Total of eight displays during each preseason and regular season home game
- Four 15-second pre-game advertising animations
- Four 15-second in-game advertising animations/static displays
- Promotional messaging placement within the stadium's 2,000 unit Internet Protocol Television (IPTV) system prior to and during each pre-season and regular season home game



## 2018-2019 PHEASANTS FOREVER PARTNERSHIP

- 5x full-page Pheasants Forever magazine advertisement
- 5x full-page Quail Forever magazine advertisement
- Editorial sponsorship of the Upland Bird Hunting Super Issue
- Custom Diamond Sponsorship of National Pheasant Fest and Quail Classic. This partnership allows the department to create the South Dakota Pavilion and offer discounted booths for partners as well as sponsor the popular Bird Dog Parade.
- "Dog of the Day" sponsorship
- Digital advertising package including run-of-site banners on PheasantsForever.org and QuailForever.org
- Presenting Sponsor of the 2018 Rooster Road Trip
- Recognition as a national sponsor through a listing, South Dakota logo and banner ad on PF and QF websites

## ROOSTER RUSH

The South Dakota Department of Tourism offered funding to communities that wished to participate in a statewide campaign to promote pheasant hunting and welcome hunters to their area. In 2018, the department awarded \$14,477 to 35 communities across South Dakota.





## Regional Market



- Regional Market
- Target Metro Markets



## SHOULDER SEASON WEB STATS AND INQUIRIES



**618,652**  
**SESSIONS**  
↑ 40%

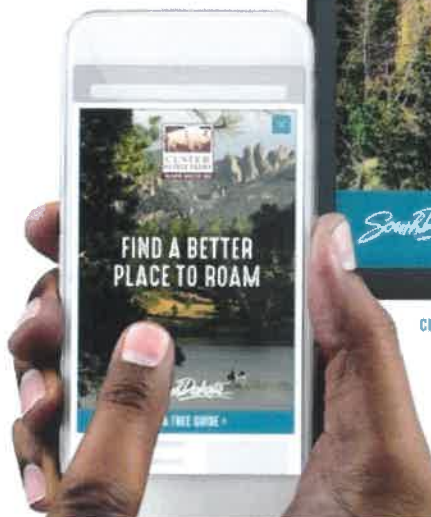
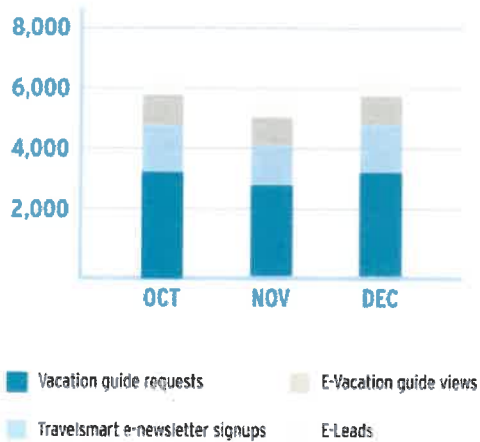


**517,758**  
**USERS**  
↑ 44%



**1,426,536**  
**PAGEVIEWS**  
↑ 34%

### INQUIRIES BY TYPE



CUSTER STATE PARK SHOULDER CO-OP MARKETING



STRATEGIC AREA OF FOCUS #3

# SOCIAL MEDIA

PALISADES STATE PARK // GARRETTSON

40





### YEAR-OVER-YEAR HIGHLIGHTS

This year the Department of Tourism's social media channels saw an increase in overall engagement because of innovative social content and several unique, fun giveaways.

When it came to giveaways, the department's "Snow Place Like SoDak" Christmas sweaters and 605 Day stickers were crowd favorites. Other giveaways included a Valentine's Day giveaway featuring SoDak valentines and truffles, a cooler of goodies for Memorial Day, and a Jackalope pumpkin-carving stencil.

# 1,447,532

## SOCIAL MEDIA ENGAGEMENT

↑ 8%

# 84,571

## SHARES

↑ 1%

# 34,861

## COMMENTS

↑ 11%

# 28,043

## NET AUDIENCE INCREASE

# 1,328,100

## LIKES

↑ 8%

### ENGAGEMENT BY CHANNEL

f 763,403    668,328    15,798

### BABY BISON GIVEAWAY

29,117 engagements

931 comments



South Dakota Tourism

March 26, 2018 ·

[COMMENT TO WIN]

It is a very special day here in SoDak! The first baby bison of the season has been spotted at Custer State Park. Share the news by tagging your animal loving friends for the chance to win a plush version of one of our favorite critters.

<http://ow.ly/mCrj30jarW9>



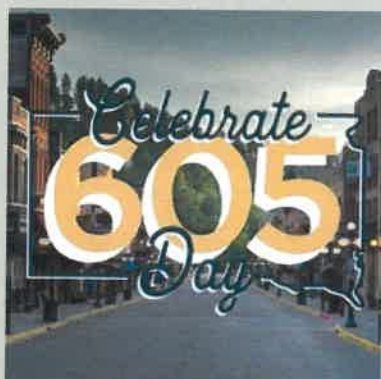


## VIEWING GUIDES

The Department of Tourism created several viewing guides to help visitors in their trip planning. These guides were made available on TravelSouthDakota.com and promoted via multiple social media platforms.



VIEWING GUIDES	SLEDDING GUIDE	FIREWORKS GUIDE	FALL FESTIVAL GUIDE
Page views	1,217	234	431
Average time on page	4:19	1:58	2:03
Engagement	698	1,053	2,466
Likes	532	964	2,312
Instagram story views	x	1,000	2,727



### 605 DAY

June 5th is a special day in South Dakota. Partners across the state get involved to help South Dakota celebrate its single area code. The Department of Tourism promoted "605 Day" with an email to industry partners encouraging participation and created custom Facebook post creative—specific to several South Dakota businesses—that could be used to promote the special day.

The department also partnered with 605 Magazine to host events in Sioux Falls and Rapid City, gave away South Dakota-themed stickers, and hosted a giveaway that was promoted through email and social media.

**129,000** email sends    **5.3%** click rate

**28%** open rate    **19%** click-to-open rate



## STATE OF GREAT CAMPAIGN

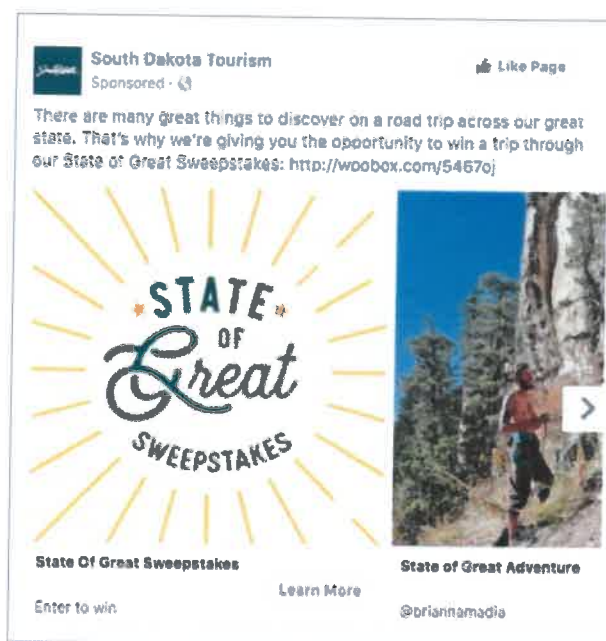
The "State of Great" campaign was launched with the goal of helping road-trippers find what makes South Dakota great to them. The award-winning campaign accomplished the following results:

<b>520,369</b> social media engagements	<b>67,170</b> social media entries	<b>11,634</b> email leads
594% over goal 174% YOY	151% YOY	16% over goal

<b>18,854</b> unique contest entries	<b>22 million</b> social media impressions
26% over goal	

Part of the campaign included six influencers whose unique road trips garnered even more results:

<b>4,077,858</b> impressions	<b>21</b> photo assets	<b>7</b> blog posts
<b>2</b> video assets	<b>328</b> social media posts	



## SEASONS OF SODAK

To inspire target market audiences to keep South Dakota top-of-mind for fall and winter travel to the state, the Department of Tourism invited three influencers to drive awareness during the fall season. Taylor Tippett was the first influencer to be sent to Custer State Park's annual Buffalo Roundup. Her time in the state resulted in South Dakota being featured as one of her favorite places in 2018.

### Results from the Three Fall Influencers

**231** social media posts

**2,728,663** impressions







## GOVERNOR DAUGAARD INSTAGRAM TAKEOVER

In September, the Department of Tourism worked with Governor Dennis Daugaard to have him do a special takeover of the @SouthDakota Instagram page. The governor was happy to oblige, and the department received direct messages and comments relaying how much senders loved seeing the state through the governor's eyes.

### Results

**103,612** post impressions

**6,310** post engagements

**3,320** Instagram story impressions

## THANKSGIVING CAMPAIGNS

Every year, the President officially pardons two turkeys from somewhere in the U.S. In 2018, for the first time in history, the pardoned turkeys hailed from South Dakota. To celebrate the historic occasion, the Department of Tourism developed a campaign around these VITs—Very Important Turkeys.

### Part 1: Name the Turkey

In partnership with the National Turkey Federation and the Huron CVB, we asked our users to help name the National Thanksgiving Turkeys through a dedicated submission page that lived on South Dakota Tourism's Facebook page. The winning names were Peas and Carrots.

Over a weeklong period, the naming contest garnered:

**634** entries

**1,246** page visits

**129,872** potential impressions

**5,875** total engagements

### Part 2: Pardon Me

The week before Thanksgiving, South Dakota's social media channels shared curated assets that included daily hints at the turkey's whereabouts on TravelSouthDakota.com. Once our audience found the turkey, they could enter to win an escape to South Dakota.

**5,662** entries

14.2% to goal

**8,097** landing page views

16.2% to goal

**1,078,692** potential impressions

**17,068** social engagements

17.1% to goal



# GLOBAL MEDIA & PUBLIC RELATIONS



DAYS OF THE RODEO // DEADWOOD

45



# YEAR-END EARNED MEDIA



## DOMESTIC

**1,363** placements (up 20%)

**3.85 billion** impressions (up 86%)

**\$59 million** ad value (up 70%)



## INTERNATIONAL

**1.4 billion** in circulation

**\$10.6 million** ad value

## EDITORIAL APPOINTMENTS, MEDIA BLITZES, AND SHOWS

### International Media Marketplace (January 2018)

The PR team attended TravMedia's International Media Marketplace in New York City in January 2018. This resulted in several story placements from individual media appointments at the show, as well as press trip attendance from journalists the team met.

### NYC Travel Massive (February 2018)

The Department of Tourism hosted its fourth Travel Massive event, raising awareness of the state among national media and industry professionals. The location of New York City was selected again because of its high concentration of top-tier national media. Timed around President's Day, attendees discovered why the Mount Rushmore State makes for a great travel escape.

During the event, Secretary Hagen welcomed the crowd, addressed 2018 happenings and highlighted the new direct flight from Newark to Rapid City. Special guest Lloyd Shelton from Xanterra Rushmore joined the team to hand deliver Thomas Jefferson ice cream.

#### Special features

- Attendees were encouraged to engage with South Dakota via social media using #TravelSouthDakota. The department hosted a social media contest in conjunction with the event.
- The Mount Rushmore mascots made appearances for photo opportunities.
- South Dakota treats included Thomas Jefferson ice cream from Mount Rushmore, Wall Drug fudge, Cherrybean coffee, Native American Herbal Tea Company tea, and Black Hills Honey Farm honey.

#### Results

More than 95 industry professionals and media attended, representing outlets including The New York Times, Family Traveller, USA Today, Parents, InsideHook, Made Man, Orbitz, Time Out, Travel Weekly, NYLON, Airows, and more.

### New York City (February 2018)

Secured appointments with media outlets that included Conde Nast Traveler, Fathom, Mic, POPSUGAR, and Women's Health

### Media Day at Meredith Corporation (March 2018)

In March, the Department of Tourism worked with Meredith Travel Marketing to host an editorial tradeshow at their headquarters in Des Moines, IA. Ten industry partners joined the tradeshow style event, showcasing their destination or business to Meredith editors who write for major publications including Better Homes & Gardens, All Recipes, and Midwest Living. The partners included:

- Aberdeen CVB
- Downtown Sioux Falls
- Fernson Brewing
- Mitchell CVB
- Prairie Berry Winery
- Miner Brewing Co.
- Sioux Falls CVB
- Visit Rapid City
- Visit Spearfish
- Vermillion Chamber
- Yankton CVB

### MTJA Spring Conference (April 2018)

The department's PR team renewed a membership in the recently re-branded organization, Midwest Travel Journalist Association. At the spring conference, the team met with 13 journalists during Media Marketplace, one of whom later attended a press trip in South Dakota.

### IPW (May 2018)

40 appointments with domestic and international media were held at IPW in Denver.

### Chicago (June 2018)

Secured appointments with four journalists representing Skift, Hemispheres, Orbitz, The Huffington Post, and The Culture Trip.



## MAJOR COVERAGE HIGHLIGHTS

**Cover story of the Jan/Feb Saturday Evening Post**  
Circulation: 301,992

**Family Traveller launch issue**  
Circulation: 100,000

**"Why the Sturgis Motorcycle Rally - And the Rest of the Industry - Needs to Attract More Women"**  
Mic.com // UVM: 10,158,017

**"The Most Exclusive Thing to Do in This State Involves Off-Roading With 1300 Bison"**  
Forbes // UVM: 29,759,863

**South Dakota included in Fodor's 2019 Go List**  
UVM: 4,745,654

**"Try Bringing in the Herd for a Vacation in the State that Has it All"**  
Lexington Herald-Leader // UVM: 32,802,976  
Syndicated to 15 outlets

**Hot Springs, South Dakota featured as top honeymoon destination in South Dakota.**  
Brides Magazine // UVM: 1,526,238

**South Dakota listed as one of the best places to travel in October**  
Travel + Leisure // UVM: 3,164,163

## INTERNATIONAL COVERAGE HIGHLIGHTS

**"Head for the Black Hills: tales of Crazy Horse and Custer in South Dakota"**  
The Guardian // Unique Visitors per Month (UVM): 1,676,952

**"Encounter the mighty Black Hills in the USA"**  
(Christian Rowekamp)  
TZ Online // UVM: 17,246,031  
Syndicated to 46 outlets in Germany with a combined UVM of over 75.5 million

**"Vanishing memorials and otherworldly landscapes in America's craziest state"**  
The Telegraph // UVM: 1,136,292



**Why the Sturgis Motorcycle Rally  
— and the rest of the industry —  
needs to attract women**



## CHRISTOPHER ELLIOTT

Christopher Elliott is a renowned journalist, consumer advocate and author, having written for dozens of well-known publications across the U.S. He and his family spent a full month in South Dakota's Black Hills, exploring everything they had to offer.

Elliott's stay in South Dakota resulted in enormous coverage of the Black Hills, with articles on his personal blog as well as two articles written for USA Today online that were then syndicated to 22 additional outlets.

## BABY BISON

Once again, the first baby bison of the year in Custer State Park garnered some full-blown publicity. Outlets like the Los Angeles Times, CNN, The Washington Post, The Miami Herald, and USA Today all shared coverage of the newborn calf.

Additional coverage, either syndicated from CNN or as a result of pitching the story included the following:

**MSN Online**  
UVM: 10,033,031

**Santa Ynex Valley News Online**  
UVM: 9,850

**LA Times Online**  
UVM: 23,904,510

**WTHI-TV Online**  
UVM: 143,700

**KXLY Online**  
UVM: 59,169

**KCRA Online**  
UVM: 2,078,620

**Santa Maria Times**  
UVM: 195,644

**Helen Air**  
UVM: 196,560

**FollowNews Online**  
UVM: 61,159



IN TOTAL, COVERAGE OF THE LITTLE CINNAMON-COLORED CALF EARNED  
**213,539,781 MILLION MEDIA IMPRESSIONS**

"ONE OF THE MOST *Transformative* TRAVEL EXPERIENCES I HAVE HAD IN 2018 WAS DRIVING THROUGH *Badlands National Park*. I'M PRETTY SURE I WILL NEVER GET TO SEE THE LIKES OF THAT LANDSCAPE ANYWHERE ELSE. AND I CANNOT WAIT TO GO BACK AGAIN TO EXPERIENCE THE SAME *Euphoric 'Oh, my God' moments* AGAIN."

**Alexis Kelly**  
Editor, Fodor's





## MACY'S THANKSGIVING DAY PARADE®

Greeted by cheers and waves from millions of people, "Mount Rushmore's American Pride" rolled through the streets of New York City during the Macy's Thanksgiving Day Parade® for the ninth time in 2018.

Just like previous years, the parade was a huge hit in 2018, averaging a 5.98 television rating among adults 18-49 and generating millions of impressions in a single day. It was the number one most-watched entertainment telecast since the Oscars and was also the fourth biggest audience for annual parade coverage in people-meter history, dating back to 1987. In addition to the television broadcast, the 360-degree YouTube live stream garnered record viewership, with a total of 11.5 million.

In addition, the Ram truck that pulled the South Dakota float was specifically chosen by Ram to be wrapped in stunning Badlands National Park imagery. Ram also sought the department's permission to feature the South Dakota float in a 60-second television commercial for Ram trucks. This commercial debuted at the beginning of the parade.

## BRAND USA MEGA MEDIA VENTURE

Brand USA worked with all 50 states to host influential international journalists to destinations across the United States. Tiffany Leigh visited South Dakota for her story in Australia's International Traveller. She provided two stories for the outlet which sees 70,000 unique visitors per month.

## MEDIA MAILERS

### Valentine's Day Media Mailer

Leading up to the February NYC media tour and Travel Massive event, the Department of Tourism sent a Valentine's Day-themed media mailer with Chubby Chipmunk truffles and Mount Rushmore-inspired valentines to 10 top-tier journalists. Recipients represented outlets including Condé Nast Traveler, CNN, Business Insider, Mic, and Women's Health.

### Family Media Mailer

With families as a target audience, the department created a road trip mailer to keep South Dakota top-of-mind for summer travel coverage. The mailer included a customized map on canvas and highlighted notable stops for travelers to consider. Recipients also received a toy car for the journalists' kids to reenact their potential road trip from the comfort of their homes. Recipients included 10 top-tier journalists from Fodor's, Parents, Chicago Parent, Colorado Parent, Condé Nast Traveler, POPSUGAR Moms, Travel Channel, and Travel + Leisure.

### Summer Media Mailer

The Department of Tourism wanted to continue to be on the minds of top tier journalists as a summer road trip destination worth writing about. The team sent a media mailer that included a remote-control car and blanket map of South Dakota. This showed the major attractions in the state that are family friendly. The mailers were sent to outlets including Conde Nast Traveler, Chicago Parent, Colorado Parent, Travel Channel, Fodor's, Lonely Planet Magazine, Travel + Leisure, Family Circle, Parents, and POPSUGAR Moms.





## GROUP PRESS TRIPS AND RESULTS

### Native Culture Press Trip (May 2018)

With a goal of highlighting South Dakota's Native American culture, this press trip took four domestic journalists to places including the Pine Ridge Reservation, Black Hills Wild Horse Sanctuary, and Prairie Edge Trading Post. The trip culminated with a celebration of Crazy Horse Memorial's 70th anniversary and participation in the Memorial's annual Volksmarch.

#### Results

17 stories resulting in 123 million impressions, two stories pending.

### Back to the Land Press Trip (August 2018)

This press trip started in Sioux Falls and ended in Pierre with stops in Yankton, Chamberlain, and Pierre. Four domestic journalists journeyed "back to the land," dining with local farmers, grilling freshly caught fish, and hiking through Lower Brule Reservation.

#### Results

One story resulting in 9 million impressions, four stories pending.

### Buffalo Roundup Press Trip (Sept/Oct 2018)

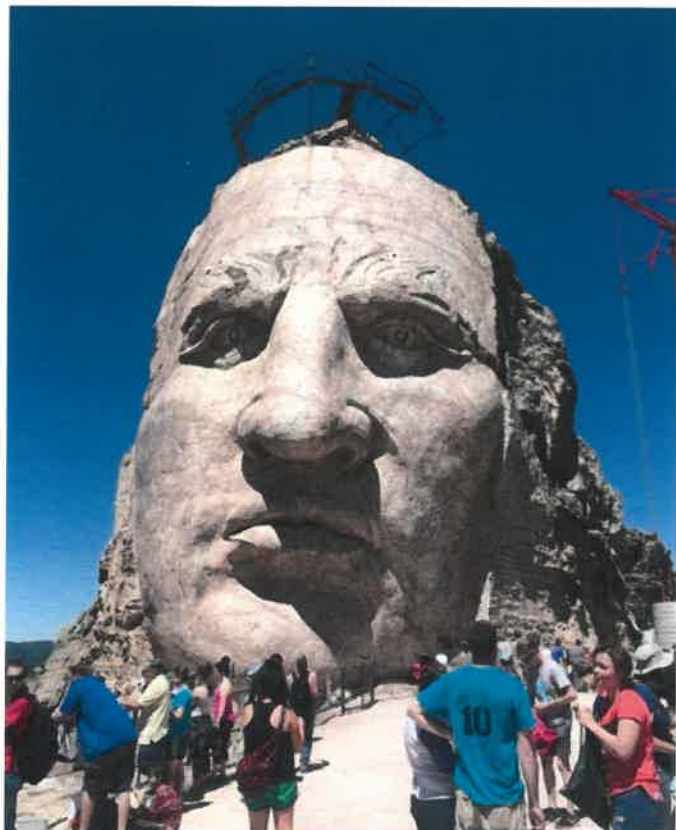
Timed around the 53rd annual Buffalo Roundup, 12 international and domestic journalists explored the Black Hills and Badlands with experiences that included a herd tour, sunset viewing at Badlands National Park, and visits to Deadwood, Rapid City, and Wall Drug.

#### Results

27 stories resulting in more than 100 million impressions, several stories pending.

## INDIVIDUAL MEDIA VISITS

The Department of Tourism hosted 16 individual journalists in 2018. They represented top-tier regional and national publications as well as international outlets. Individual experiences were tailored throughout the state to heighten destination awareness.



# GLOBAL TRAVEL & TRADE







## CHINA—WEIBO ACCOUNT

The South Dakota Department of Tourism launched an official Chinese Weibo account. Weibo is one of the most widely used social media channels in China with 390 million monthly active users and growing. The site was launched in August, and South Dakota's official status was established in October. Other states have tried and failed to gain verification.

## INTERNATIONAL GUIDES

For the first time in the history of the department, international guides were produced in the following languages: German, French, Italian, Japanese, Traditional Chinese, and Modified Chinese. These guides were immediately helpful at the international trade shows.

## EAST—WEST MARKETING FY18 RESULTS

East-West Marketing represents South Dakota in the Chinese market. Three representatives based in Beijing work to accomplish pre-determined goals for South Dakota. East-West also represents South Dakota's international airport gateway states, including Colorado and Minnesota.

- Conducted 59 sales calls and one in-house training, attended industry events and activities to introduce South Dakota to travel trade agents and operators
- Conducted 61 media calls, generated 313 stories published in the media with \$5,062,976 media value
- Invited four top wholesalers to participate in travel trade FAM to South Dakota, resulting in four new products including South Dakota
- Hosted a road trip FAM in partnership with Colorado and DiDi, resulting in \$2,069,570 media value

## IPW

With the U.S. Travel Association's IPW being held in Denver in 2018, South Dakota realized the incredible opportunity of having the country's largest and most prestigious international marketplace right in our backyard.

Over the course of three days, the department's Travel and Trade team held 115 appointments with travel trade professionals from around the world as well as one-on-one appointments with 40 top international and domestic writers.

Additionally, given the proximity to South Dakota, 27 travel trade professionals from around the world participated in pre- and post-familiarization tours to South Dakota.

The Travel and Trade team also participated in the International Roundup, North American Journeys, Circle Wisconsin, Go West, and Active America China: receptive edition, where they met dozens of tour operators, travel planners, and international media.

## AERIES MARKETING SOLUTIONS 2018 RESULTS

Aeries Marketing Solutions was hired to represent South Dakota abroad in Japan. The department's representatives work on both media and travel trade.

### Tour Numbers

**12** travel companies reported numbers for 2018

**182** departures offered to South Dakota

## JAPAN ASSOCIATION OF TRAVEL AGENTS (JATA)

Japan's largest trade show awarded 30 top scenic destinations in North and Latin America. South Dakota's sunflower fields won one of the honors.

## BRAND USA

Brand USA is the official destination marketing organization of the United States, created in 2010 by the Travel Promotion Act. Our Brand USA partnership continues to be successful, allowing the department to reach international consumers in addition to the travel trade.

## Road Trip Videos

This was an itinerary-based video series that included a two-minute overview, 15-second teaser and four 45-second partner vignettes, which included Rapid City, Custer State Park, Crazy Horse Memorial, Xanterra Mount Rushmore Concessions, and Black Hills & Badlands Tourism Association. Videos are hosted on a VisitTheUSA.com dedicated trips page and will receive a four-week promotion campaign in Canada in Spring 2019.

## Japanese Workshops

In 2018, 215 tour operators and travel agents were trained on South Dakota through Brand USA/Visit USA Fukabori Seminar and Workshops in Tokyo, Osaka, Nagoya, Fukuoka, and Sapporo.

## 2018 Inspiration Guide

The Brand USA Inspiration Guide is produced in 9 languages for distribution in more than 50 international markets. The guide offers 465,000 printed copies and 50+ million digital impressions. It includes targeted consumer, trade and U.S. embassy distribution channels. This year's guide included a full spread of South Dakota copy and imagery and featured two industry partners: Visit Sioux Falls and Black Hills & Badlands Tourism Association.





## ROCKY MOUNTAIN INTERNATIONAL

Rocky Mountain International (RMI) is the official regional destination marketing organization that promotes Montana, North Dakota, South Dakota, Wyoming, and Idaho to the international travel trade. RMI implements a multi-faceted marketing strategy in major international inbound tourism markets, with the goal of attracting more overseas visitors to the region. The consortium works with the countries of France, Germany, Italy, the UK, the Benelux countries, the Nordic region, and Australia/New Zealand.

In 2018, RMI underwent a rebranding process for its "The Real America" brand, with collaboration and input from the member states. After an extensive process, the region launched a new brand in June, and is now marketed as "The Great American West." Also new in 2018 is a full-time overseas representative in the Nordic region.

### RMI Missions

#### United Kingdom

- Trained 65 travel trade sellers and media members
- Visited 13 travel trade and media offices
- Hosted one afternoon tea social for 20 travel agents

#### Austria

- Visited five travel trade sellers and media members: America Unlimited, Kurier, Reise Lust, Madonna, and News
- Hosted a breakfast training for 25 travel agents
- Hosted a media dinner for 11 journalists
- Attended the Visit the USA Austria event in Linz
- Gave three presentations in front of 90 travel trade professionals and media
- Conducted one-on-one appointments with 15 members of the travel trade and media


#### Nordic Countries


- Held a workshop for 40 travel agents
- Conducted in-house trainings at BIG Travel, Malmoe, and Swanson's Travel
- Hosted three networking events for which 43 companies sent 71 travel professionals

## FY2018 Trip report




Each year Rocky Mountain International produces a report based on data gathered from travel trade professionals in the countries where the Great American West has a presence. These numbers are based on tour operator and travel agent data and do not include travelers who plan their own trips online. 2018 results included:

- 382 tour operators offering overnights in South Dakota, an increase of **9%** year-over-year among Great American West countries
- 3,121 overnights offered in South Dakota, an increase of **10%** year-over-year among tour operators in Great American West countries
- 70,500 estimated rooms booked by wholesalers and tour operators, an increase of **21%** year-over-year
- \$22.4 million estimated spend in South Dakota from tourism trade clients in the UK, Germany, France, Australia, the Nordic countries, Benelux, and Italy, up **9%** year-over-year


**Visit The USA (GB, IE)**
Like Page


 Sponsored

From cities to coastline and countryside, discover spectacular getaways the USA




[Learn More](#)
[Learn More](#)

Iconic sights in South Dakota

Monumental adventures

Amazing

Nature's p

 Like
  Comment
  Share

## BRAND USA MULTI-CHANNEL MARKETING PROGRAMS

### WESTERN CANADA

#### Spring

- **2.8 million** impressions through print, Google Display Network (GDN), Facebook, and Expedia
- **8,995** clicks through GDN
- **.78%** click-thru-rate (CTR) on GDN  
10x better than the industry average of .08%
- **9,026** Facebook engagements with a **1.07%** CTR  
44% increase in engagement over 2017
- **\$142,286** in room bookings via Expedia

#### Winter

- Full page in Travel USA print insert into four major newspapers with total print distribution of 350,000+
- Panel on Brand USA Facebook carousel 3-week campaign with an estimated 1.9 million impressions per unit
- Dedicated Expedia hotel search results page
- **415,000** co-branded Expedia display ads driving to hotel page
- **4,000** clicks on six-week GDN campaign

### GERMANY

#### Spring

Partnership between SD Tourism, Sioux Falls CVB, and Visit Rapid City

- **1.9 million** impressions through print, GDN, Facebook, and Expedia
- **4,272** GDN clicks  
34% increase over 2017 MC
- **3.63%** CTR on GDN  
45x better than the industry average of .08%
- **9,370** Facebook engagements with a **.91%** CTR  
56% increase in engagement over 2017
- **\$15,507** in room bookings via Expedia

#### Fall

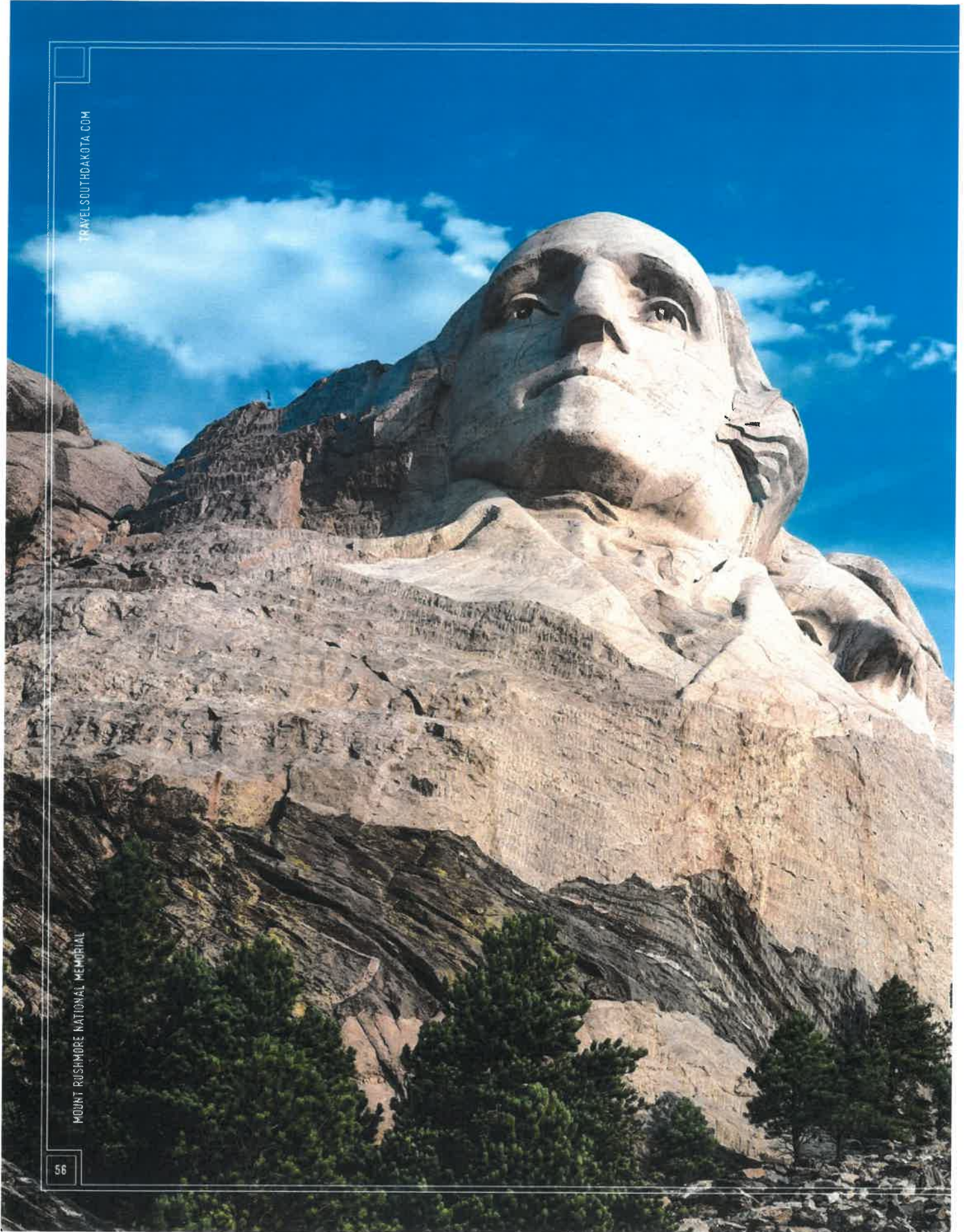
- Full page in Travel USA print insert with total print distribution of 300,000+
- Panel on Brand USA Facebook carousel 3-week campaign with an estimated 1 million impressions per unit
- Dedicated Expedia hotel search results page
- **415,000** co-branded Expedia display ads driving to hotel page
- **4,000** clicks on six-week GDN campaign

### AUSTRALIA

#### Fall

- Dedicated Expedia hotel search results page
- **415,000** co-branded Expedia display ads driving to hotel page
- **250,000** impressions in mobile takeover unit
- **5,000** clicks on six-week GDN
- Panel on Brand USA Facebook carousel 3-week campaign with an estimated 800,000 impressions per unit





TRAVELSOUTHDAKOTA.COM

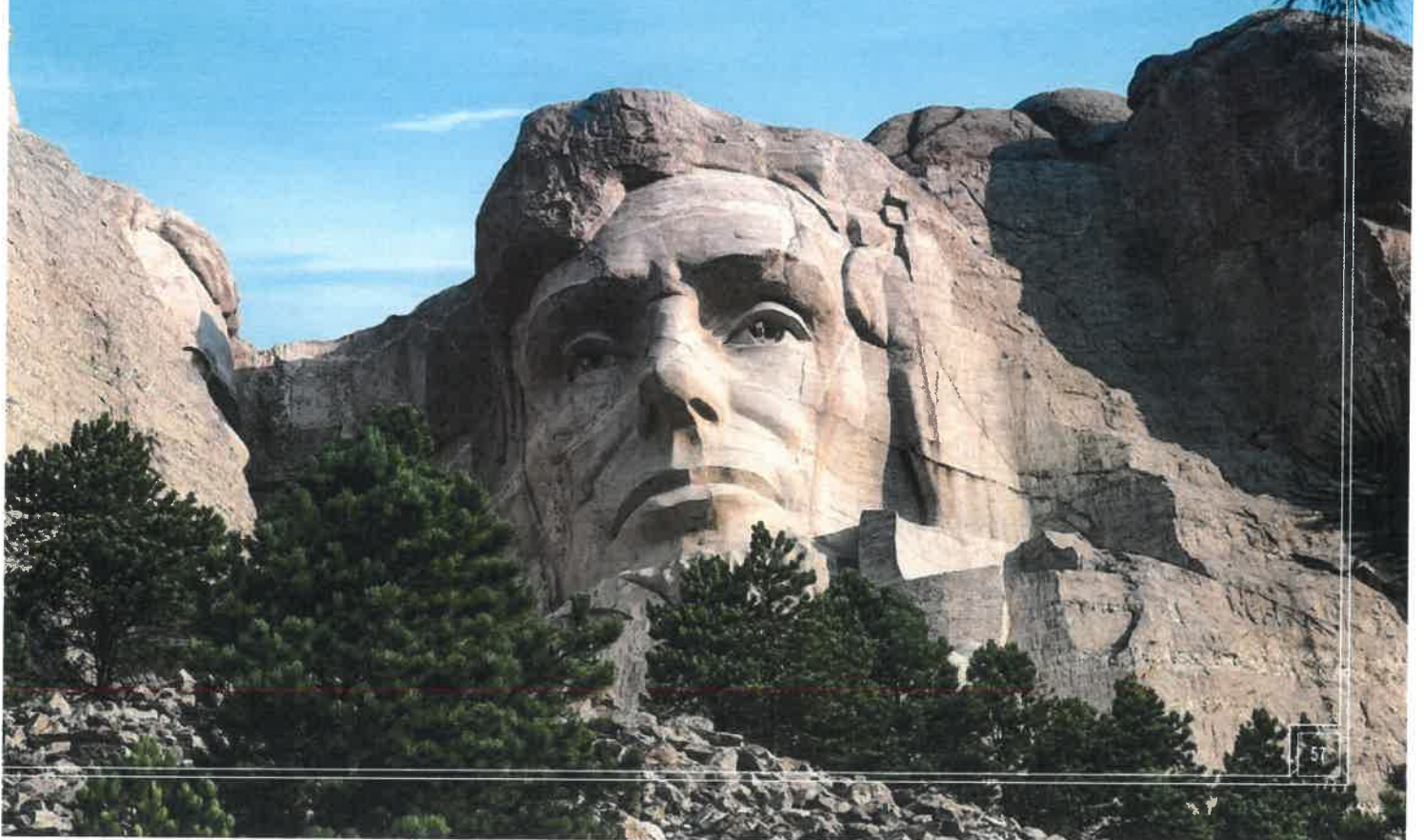
MOUNT RUSHMORE NATIONAL MEMORIAL



STRATEGIC AREA  
OF FOCUS

NO 4

ADVANCE THE DEVELOPMENT  
OF THE DESTINATION





## NICHE AREAS OF DEVELOPMENT

The Department of Tourism aims to encourage an entrepreneurial spirit among the state's tourism industry and help facilitate destination development and guidance in four niche areas.

### OUTDOOR RECREATION

In 2018 the department facilitated a discussion and tour with the Black Hills National Forest (BHNF) to gain an understanding of the role they play and the work they do in South Dakota.

Additionally, in June the Industry Outreach team volunteered at the Deadwood Mickelson Trail Marathon event and worked with the Keystone Chamber of Commerce to bring in the Vacation Races Marathon held in September.

### SPORTS TOURISM

As a new development effort for the department, there was a lot of research and evaluation needed for the Sports Tourism niche. The Industry Outreach and Development team coordinated a meeting with South Dakota community members from Brookings, Madison, Rapid City, Sioux Falls, and Watertown to assess how the department could best assist these communities in attracting sporting events to their destinations. There was also secondary research completed to determine what other states and DMOs have done successfully. In addition, the group hired a sports development consultant, Jon Shmeider from Huddle Up Group, to deliver a presentation at the 2018 Governor's Conference on Tourism.

### TRIBAL TOURISM

Another development area identified through the department's strategic plan was Tribal Tourism. One of the first objectives completed was focused on education for front line employees. In May, the department worked with the Pine Ridge Area Chamber of Commerce to coordinate an industry familiarization tour on the Pine Ridge Reservation. The department also held several calls with the North Dakota Tribal Alliance to gain a better understanding of their organization and efforts. Most recently, the team completed a consumer interest study to determine interest in tribal tourism experiences and offerings in our state.

### AGRITOURISM

In 2017, the Industry Outreach and Development team began an agritourism work group. As the group began to make contacts and attend meetings with those already involved in the agriculture industry, it was evident that there were several entities with resources available, and by partnering on these efforts, all entities could be more effective. The department's goal is to not only promote existing offerings, but also to work with partners and entities across the state to assist those who are looking to start a new business or expand their existing operation to include an experience for visitors. Ten individuals who represent several entities and state agencies collaborate on these efforts within the work group.

#### Primary Goals of the Work Group

- Review current agritourism liability laws in SD
- Identify agritourism businesses that already exist (inventory of current assets) and build a database of agritourism contacts throughout the state
- Conduct a consumer demand survey to gain a better understanding of the types of ag related vacation experiences consumers are interested in
- Facilitate regional workshops with agritourism businesses

In 2018 the work group had a presence at DakotaFest, the Local Foods Conference, the Governor's Conference on Tourism, and the Local Foods Fair. In addition, the group moderated a session at the RuralX conference, delivered presentations across the state, hosted an educational webinar, and developed a leave-behind piece specific to ag tourism.



## GUBERNATORIAL FORUM

During the 2018 Governor's Conference on Tourism, the department hosted a forum for the three leading gubernatorial candidates. The goal was to provide the industry with an opportunity to address the candidates and ask them questions relating to the tourism industry. The one-hour forum was successful in bringing the importance of tourism to the attention of the candidates.

## 2018 LEGISLATIVE ACTIVITY

The Department of Tourism brought one bill during the 2018 legislative session and testified on a handful of others related to tourism.

### HB1206

An act to decrease the rate of the gross receipts tax imposed on certain visitor-intensive businesses. The Department of Tourism lobbied and testified against this bill.

#### Result

Died in committee.

### SB59

An act to authorize the Department of Tourism to permit certain commercial advertising in the state's welcome centers. The Department of Tourism brought this bill, lobbied, and testified in its favor.

#### Result

Passed and signed into law.

### SB153

An act to require disclosure of certain fees being imposed by overnight lodging accommodations. The Department of Tourism testified in favor of this bill.

#### Result

Passed and signed into law.

### SB204

An act to create and designate Peter Norbeck Day as a working holiday. The Department of Tourism testified in favor of this bill.

#### Result

Passed and signed into law.



## ADDITIONAL STATE OUTREACH

### WHY TRAVEL MATTERS PRINTED PIECE

As part of the department's commitment to finding new ways to spread the message of tourism's importance to the South Dakota economy, the department developed a printed piece touting economic impact statistics such as visitation, visitor spending, tax revenue generated from tourism activity, and tax dollars saved in each South Dakota household because of tourism.

### DROUGHT TASK FORCE

In 2015, the State of South Dakota brought together a task force of employees from various state agencies—including the Department of Tourism—to develop a drought mitigation plan. The plan was developed to provide a strategy for the state to reduce the impacts of drought over the short and long term. Throughout 2018, this plan was put into action, with the task force meeting weekly to hear updates on climate and weather patterns; wildfire outlooks, and impacts to wildlife and other resources.

### VISITOR INDUSTRY ALLIANCE

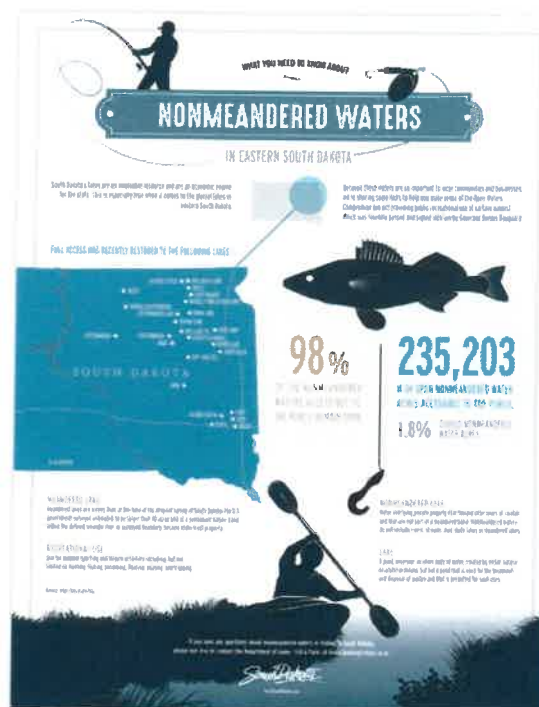
Incorporated in 1995, the South Dakota Visitor Industry Alliance (VIA) is the statewide advocate for the tourism industry in South Dakota, with a purpose of providing a coordinating alliance to advance tourism-friendly legislation and oppose legislation that is deemed to be unfavorable to the tourism industry. The department attends the VIA's meetings and works in tandem with the organization on tourism-related legislative matters when possible. In 2018, the department helped facilitate the creation of the VIA's first Government Affairs Committee.

### NONMEANDERED WATERS

The nonmeandered waters matter was a confusing topic for many, both in the tourism industry and among potential out-of-state fishermen. To avoid unnecessary cancellations and provide fishermen with the most accurate information possible, the Department of Tourism worked with the Department of Game, Fish & Parks to craft messaging and advertising aimed specifically at fishermen in neighboring states who may be confused by the subject of nonmeandered waters.

#### Elements Developed and Deployed Included:

- Joint press release sent to in-state and regional media in early April
- Infographic sent to the department's database of South Dakota industry partners in early May



- Targeted email sent to a list of non-resident fishing license holders (current and previous) in the states of MN, IA, ND, and NE, sent in early May

**34,395** total emails sent

**6,125** (19%) opens

**5,438** (17%) reads

**971** (3%) clicks

- Print advertising ads placed in Midwest Hunting & Fishing Magazine, Dakota Country Magazine, Minnesota Outdoor News, and Iowa Outdoors Magazine

**352,123** total impressions

- Digital advertising including digital banner ads, native content, and social media advertising placed and behaviorally targeted to people interested in fishing, all of which pointed to a landing page where more information specific to fishing could be found

**5.5 million** banner impression

**55,529** banner engagements

**\$0.57** cost per banner engagement

# NATIONAL OUTREACH

## NATIONAL TRAVEL & TOURISM ADVISORY BOARD (NTTAB)

Secretary Hagen serves on the United States Travel and Tourism Advisory Board. The board advises the Secretary of Commerce on government policies and programs that affect the U.S. travel and tourism industry, offers counsel on current and emerging issues, and provides a forum for discussing and proposing solutions to industry-related challenges and opportunities such as international travel facilitation, visa policy, travel security, economic sustainability, and infrastructure.

## NATIONAL COUNCIL OF STATE TOURISM DIRECTORS (NCSTD)

The NCSTD is a forum representing all 50 states, the five U.S. territories and the District of Columbia. NCSTD provides for information sharing, leadership, and education on issues that impact the travel and tourism industry. Secretary Hagen completed his two year term as NCSTD National Chair in 2018.

## STATE TRAVEL ACTION NETWORK (STAN)

This network meets in-person twice a year and is the only forum for state Travel Industry Associations to network and learn from colleagues dealing with challenges in their state legislatures. Issues discussed in 2018 included Open Skies, national parks funding, re-introduction of the JOLT Act (which includes the Visa Waiver Program), and the reauthorization of Brand USA.

## WESTERN STATES TOURISM POLICY COUNCIL (WSTPC)

South Dakota was invited to become a part of this council in 2017. The mission of the council is to encourage a positive environment for travel and tourism, while advocating travel and tourism-related policy issues in the western United States. This year, discussion focused on issues surrounding the national parks, such as fees, deferred maintenance, and funding bills introduced in Congress. Additional discussion topics included the H-2B and J-1 Visa programs, infrastructure needs, and harnessing the power of outdoor recreation.

## DESTINATION CAPITOL HILL

Staff from the Department of Tourism flew to Washington, D.C., in March to attend Destination Capitol Hill, the tourism industry's annual legislative fly-in. Issues discussed with Congressional representation included workforce challenges, international inbound travel, modernizing our infrastructure, and preserving the Open Skies Agreement.

## WASHINGTON REPRESENTATIVES MONTHLY MEETINGS

The U.S. Travel Association leads a meeting and conference call to provide updates on current travel-related matters. Department of Tourism staff calls in to these meetings to stay up-to-date on the national issues affecting the tourism industry.

## WELCOME CENTERS

In 2016, the Department of Tourism worked in conjunction with the Department of Transportation to develop a new information center revitalization plan. The plan calls for the reconstruction of two new welcome centers—one near Vermillion and the other on the Minnesota border—and an expanded and remodeled welcome center at Wilmot. These centers will contain enhanced displays and exhibits with travel-related information.

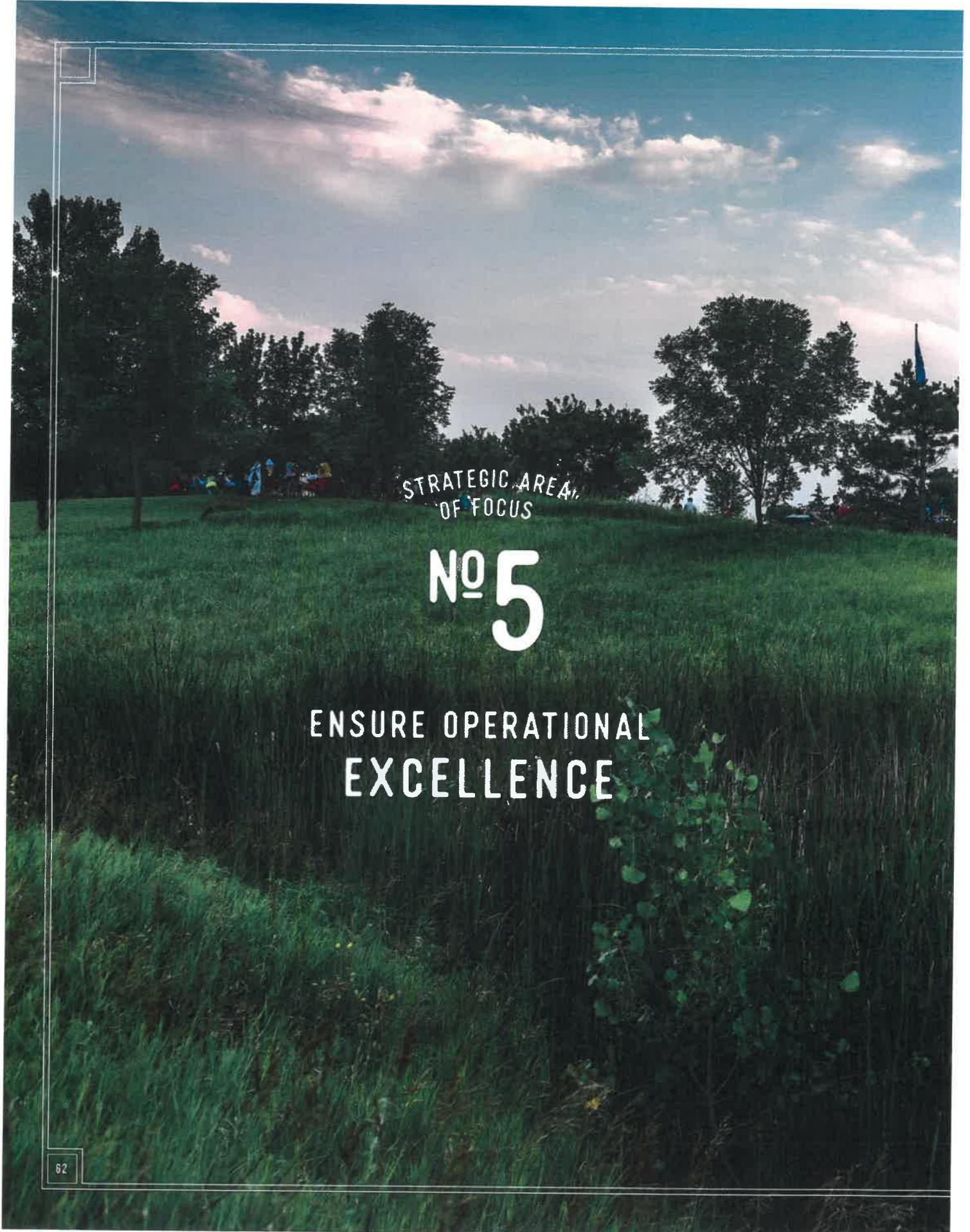
**Vermillion Welcome Center**  
Scheduled to re-open in Spring 2019

**Wilmot Welcome Center**  
Scheduled to re-open in Spring 2019

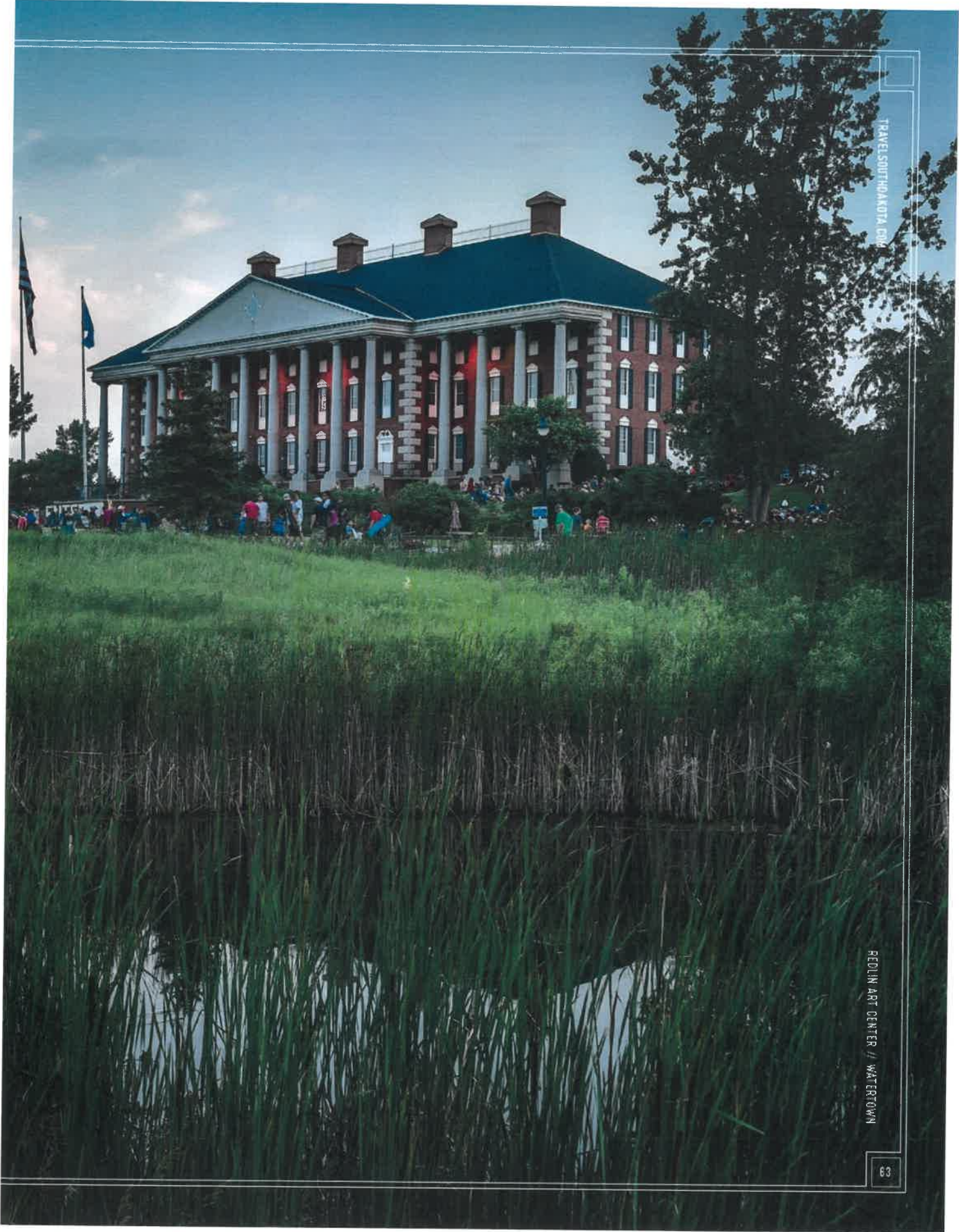
**Valley Springs Welcome Center**  
Scheduled to re-open in Spring 2020











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## INTERNAL SUPPORT

The Department of Tourism is only as good as its individual team members. This area of focus puts a spotlight on the internal team, ensuring they have the resources and support needed to do their jobs while also feeling that their work is fulfilling.



### TOURISM CARES CLEAN-UP DAY

On April 30, the tourism team got their hands dirty while helping their own local community. Team members volunteered to clean up flower beds in Pierre to prepare for spring plantings.



### WELCOME CENTER FAM

In many cases, the travel counselors who staff the interstate welcome centers are the first impression visitors have of South Dakota. These counselors do an incredible job of welcoming visitors to the state, engaging them in conversation, and offering suggestions for additional vacation stops. Each year, the counselors attend a familiarization tour of one part of South Dakota to learn about what's new, to experience the state's attractions first-hand, and to be better prepared to relay that information to travelers.



### PROFESSIONAL DEVELOPMENT

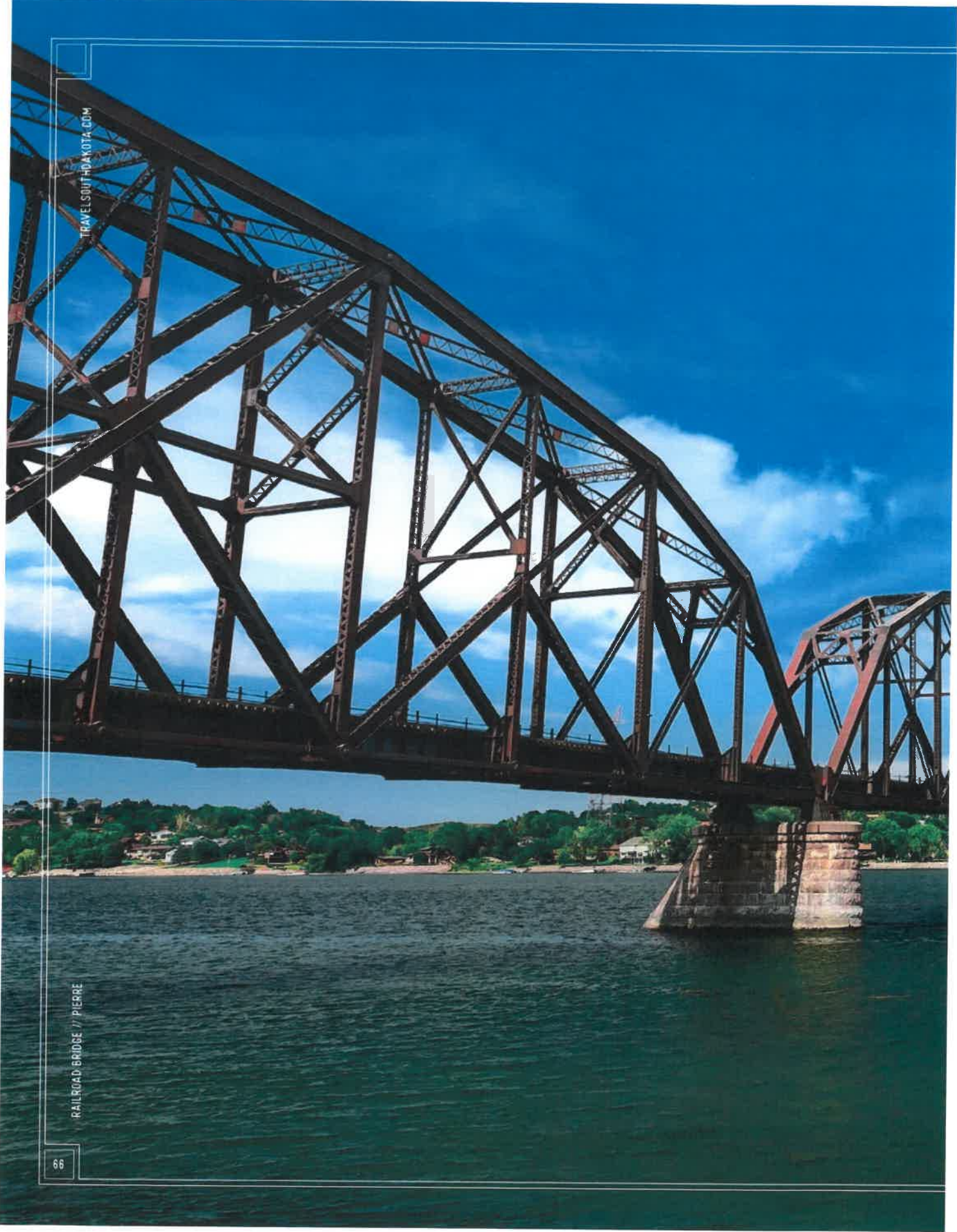
The Department of Tourism strongly encourages team members to undergo professional development training of any kind throughout the year. Whether the training is a conference, an online class, or a workshop through the state Bureau of Human Resources, all development training is accepted.

# U.S. TRAVEL FORECAST DATA

U.S. TRAVEL FORECAST	2017	2018	2019	2020	2021
<b>GDP</b> (billions)	19,485.4	20,506.0	21,460.1	22,243.4	23,066.6
<b>Unemployment Rate %</b>	4.4	3.9	3.6	3.6	3.7
<b>Consumer Price Index (CPI)</b>	245.1	251.2	256.5	261.4	266.5
<b>Travel Price Index (TPI)</b>	279.4	289.8	293.8	298.8	304.9
<b>Total Travel Expenditures in U.S.</b> (billions)	<b>1,034.7</b>	<b>1,086.6</b>	<b>1,131.6</b>	<b>1,173.8</b>	<b>1,222.7</b>
U.S. Residents	878.9	928.0	964.4	999.6	1,039.5
International Visitors	155.8	158.6	167.2	174.2	183.2
<b>Total International Visitors to the U.S.</b> (millions)	<b>76.9</b>	<b>81.3</b>	<b>83.9</b>	<b>86.1</b>	<b>89.0</b>
Overseas Arrivals to the U.S. (millions)	38.9	40.9	42.0	43.2	44.8
<b>Total Domestic Person-Trips</b> (millions)	<b>2,247.9</b>	<b>2,291.1</b>	<b>2,332.7</b>	<b>2,368.2</b>	<b>2,406.3</b>
Business	456.3	463.6	472.1	478.8	485.6
Leisure	1,791.5	1,827.5	1,860.5	1,889.4	1,920.7

GROWTH FORECAST	2017	2018	2019	2020	2021
<b>Real GDP</b>	2.2	2.9	2.5	1.7	1.7
<b>Consumer Price Index (CPI)</b>	2.1	0.5	2.1	1.9	2.0
<b>Travel Price Index (TPI)</b>	2.3	3.4	1.4	1.7	2.0
<b>Total Travel Expenditures in U.S.</b>	<b>4.3</b>	<b>2.0</b>	<b>4.1</b>	<b>3.7</b>	<b>4.2</b>
U.S. Residents	5.1	5.6	3.9	3.6	4.0
International Visitors	0.1	1.8	5.4	4.2	4.2
<b>Total International Visitors to the U.S.</b>	<b>0.7</b>	<b>5.7</b>	<b>3.2</b>	<b>2.4</b>	<b>3.3</b>
Overseas Arrivals to the U.S.	2.0	5.0	2.8	2.9	3.5
<b>Total Domestic Person-Trips</b>	<b>1.9</b>	<b>1.9</b>	<b>1.8</b>	<b>1.5</b>	<b>1.6</b>
Business	0.4	1.6	1.8	1.4	1.4
Leisure	2.3	2.0	1.8	1.6	1.7





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# YEAR IN REVIEW



YEAR IN REVIEW



## 2018 ACCOLADES

**Deadwood chosen as one of the top 18 cities to visit in 2018**  
(Expedia Canada Travel blog)

**Black Hills named one of 15 Romantic Weekend Getaways You Need to Book ASAP** (Women's Health magazine)

**Rapid City named one of The Best Cities in the United States**  
(National Geographic)

**South Dakota tied with Vermont to win the #1 Happiest, Healthiest State in the U.S.** (MSN)

**South Dakota chosen as one of Canadian Traveller's Top American Trips 2018**

**Deadwood named one of the Top 5 Emerging Travel Cities** (Priceline CEO speaking on CBS News)

**Sioux Falls named one of the 10 Best Big Cities for Starting a Business in the U.S.** (CNBC)

**Aberdeen named one of the 20 Best Small American Cities for Starting a Business** (CNBC)

**Sioux Falls named Best City for Seekers of Wide-Open Spaces**  
(Expedia)

**Sioux Falls named Most Underrated Town in South Dakota**  
(House Method)

**Rapid City named on of 25 Best Weekend Getaways with Kids**  
(TripAdvisor)

**South Dakota named one of The Best Places to Travel in October** (Travel + Leisure)

**Deadwood named one of The 50 Most Beautiful Small Towns in America** (Architectural Digest)

**Sioux Falls named #1 Small Place for Business and Careers**  
(Forbes)

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## 2018 AWARDS

### Adrian Awards

#### "My Great Place" Campaign

Gold

#### Deadwood "No Rules. No Regrets." Campaign

Gold

#### South Dakota's Monumental Celebration Chicago Activation

Gold

#### "Open Early, Open Late OOH" Billboard

Gold

#### First-Ever Women's-Only Motorcycle Rally

Gold

#### "My Great Place" Pop-up Mailer

Silver

#### "State of Great" Social Media Campaign

Bronze

### Printing Industry Midwest Awards (PIM)

#### Great Getaways Mailer

Best in Category

### Travel Weekly Magellan Awards

#### "My Great Place" Campaign

Gold

#### Deadwood "No Rules. No Regrets" Campaign

Silver

#### Visitor Insights Email

Silver

### ADDY Awards

#### "My Great Place" Television Campaign

Best of Show for National Television Campaign

Gold

#### "My Great Place" Giant Step Magazine Campaign

Best of Class for Print Advertising

Gold

#### Pierre Pheasant Hunting Gamification

Best of Class for Online/Interactive

Gold

#### "My Great Place"—Pactola, Magazine Single Unit

Gold

#### Travel Insights Email Campaign

Gold

#### "My Great Place" Integrated Campaign

Gold

#### "My Great Place"—Adventure, Television Single Spot

Gold

### Gold Ink Awards

#### Spinner Direct Mail—Dimensional Print

Pewter

### Internet Advertising Competition Awards (IAC)

#### Travel Insights Email Series

Best Travel Online Newsletter Campaign

#### Pierre Pheasant Hunting Gamification

Best Travel Rich Media Online Ad



YEAR IN REVIEW

## YEAR IN REVIEW

HIPPIE HOLE

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JAN.

Governor's  
Conference  
on Tourism  
Pierre

International  
Media  
Marketplace  
New York City

National Plan for  
Vacation Day

FEB.

National Pheasant  
Fest & Quail Classic  
Sioux Falls

Media Blitz  
New York City

Travel Massive  
Media Event  
New York City

Chicago Travel &  
Adventure Show  
Chicago

**MAR.**

Dallas Travel and  
Adventure Show  
Dallas

Destination  
Capitol Hill  
Washington, D.C.

Meredith  
Publishing Trade  
Show  
Des Moines

**AUG.**

ESTO Travel  
Conference  
Phoenia

Sturgis Rally  
Media Hosting

Back to the Land  
Press Trip

**APR.**

RMI Summit Meetings  
Kalispell

Tourism Advisory  
Board Meeting  
Custer

RMI Int. Roundup  
Kalispell

NASC Sports  
Conference  
Minneapolis

MTJA Conference  
Milwaukee

**SEP.**

Tourism Advisory  
Board Meeting  
De Smet

CenStates TTRA  
Conference  
Des Moines

Buffalo Roundup  
& Press Trip

**MAY**

National Travel &  
Tourism Week

Midwest Living  
Road Rally  
Black Hills

IPW  
Denver

**OCT.**

Family Travel  
Association Summit

Black Hills &  
Badlands Tourism  
Association  
Annual Meeting  
and Tourism  
Summit

Southeast South  
Dakota Tourism  
Association Annual  
Meeting

**JUN.**

Mascots Appearance  
at Youth Finals  
Rodeo  
Huron

TTRA  
International  
Florida

Native Culture  
Press Trip

**NOV.**

Mount Rushmore's  
American Pride  
appears in 9th  
Macy's Thanksgiving  
Day Parade®  
New York City

Star Tribune  
Travel Show  
Minneapolis

**JUL.**

Mount Rushmore  
Replica Activation  
at Millennium Park  
Chicago

Media Blitz  
Chicago

**DEC.**

RMI Mid-year  
meeting  
Spearfish



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